

HUNTINGDONSHIRE DISTRICT COUNCIL

Title/Subject Matter:	Off Street Car Parking Investment
Meeting/Date:	Cabinet – 14th February 2018
Executive Portfolio:	Cllr Beuttell, Executive Cllr for Operations & Regulation
Report by:	Head of Operations
Ward(s) affected:	All

Executive Summary:

The Council is committed to **ensuring our car parking strategy supports and encourages retail in our town centres.**

This report proposes new investment to deliver a parking service that is sustainable, supportive of local residents, business and visitors and promotes further economic growth of our towns.

The 'Off-Street Car Parking Strategy 2018 - 2023' adopted on 18th October 2018, was formed by listening to customers. The investment proposed is a response to customer demand for the convenience they expect from the high street and digital providers; greater convenience, including cashless payment. Value for money was also important so a system to allow users to **'Pay for What You Use'** and prices maintained below comparative car parks will underpin this investment.

The investments in technology will support longer dwell in our towns, change the units of charging to allow **'Pay for What You Use'**, provide greater choice and convenience in payment, test an option to choose a wider parking bays and test new technology to see if greater investment will deliver more benefits.

The report presents the financial and risk implications of the technology proposed.

In addition, the report presents a new framework for car park charges based on the financial principles adopted within the Off-Street Parking Strategy.

Recommendations:

- Councillors evaluate the investment proposed.
- Councillors recommend the option to be adopted.
- The proposed framework to implement off-street car park charges is adopted.
- The new charging structure, to enable **'Pay for What You Use'**, be approved.

1.0 PURPOSE OF THE REPORT

- 1.1. To seek the approval of technology investment in the management of off-street car parks, delivering the Off-Street Car Parking Strategy. This will achieve the customer priorities of **convenience** and **value for money**, whilst supporting retail in our towns through encouraging **longer dwell** times.
- 1.2. To gain endorsement of the proposed framework for setting and implementing off-street car park charges via Notice of Variation using the powers of Sections 35(1), 35(3) and 35C of the Road Traffic Regulation Act 1984 and Regulation 25 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.
- 1.3. To seek approval for a new charge structure which enables a '**Pay for What You Use**' approach to car park charging, limited by the Financial Principles of the Council's Off Street Car Parking Strategy.

2. BACKGROUND

- 2.1 The Economy & Growth Overview & Scrutiny Panel set up a Member Task & Finish group on the 6th April 2017 to deliver an agreed vision and strategic priorities for car park management and operation. This was based on the Council's commitment to **a car park strategy that supports and encourages retail in our town centres**.
- 2.2 The Parking Vision was endorsed by Cabinet on the 12th October 2017:
 - Implementing technology that positively assists our car park users
 - Providing and delivering safety and security for our users
 - Providing and delivering clean and well maintained parking places
 - Promoting environmental sustainability by supporting alternative fuel and travel methods
- 2.3 '**Implementing technology that positively assists our car park users**' was a customer survey driven requirement adopted within the 'Off-Street Car Parking Strategy 2018 - 2023' on 18th October 2018.
- 2.4 **Convenience** through improved customer experience and ease of use was requested within the Car Park User Survey. This showed a clear demand for greater convenience within our car parks, including more cashless payment options. There was a desire to see new technology that smoothed the parking process for customers.
- 2.5 **Enhanced value for money** was also requested by customers. A commitment was set out within the Financial Principles of the Strategy to ensure a fair, transparent and consistent in our approach to car park charges. These commitments are:
 - to introduce a '**Pay for What You Use**' system to ensure that customers only pay for the time they spend in our car parks, after use.
 - to offer **wider bays** through re-design of our car parks where possible.
 - to trial a choice of a **premium parking options**.
 - to ensure that our car parking fees are lower than the average index of car parking charges of our comparator authorities
 - to continue to offer our regular car park users **value for money** with the option of discount permit schemes.

- 2.6 **Enabling longer dwell** to benefit our towns and retail businesses, through improved customer experience and enhanced value for money is a commitment by the Council in response to customer feedback and to achieving the Council's commitment to retail in its towns.
- 2.7 The 'pay and display' machines currently used within Huntingdonshire District Council car parks are at the end of their operational life being in excess of 10 years old with their current configuration. The equipment has been maintained using spare parts however there is now a requirement to upgrade the mechanisms inside.

3. CONSIDERATIONS

3.1 Convenience of Automatic Number Plate Recognition (ANPR) Cameras

- 3.1.1 The use of ANPR cameras on their own to manage and enforce Council off-street car parks is not permitted.
- 3.1.2 Specific guidance issued from the Department for Transport in 2014 (Appendix 1) made it clear that this cannot be applied to Council owned car parks. Although the car park land owned by Huntingdonshire may be thought to be unregulated (not falling under the Traffic Management Act (2004) as the County and District have not adopt Civil Enforcement powers through decriminalisation). It is viewed that the land remains regulated as a Council provides off-street parking places with the status of a Local Authority under the Road Traffic Regulation Act (1984).
- 3.1.3 Any submission to the Driver and Vehicle Licensing Agency (DVLA) to access data to recover charges for enforcement under contract law will not be approved. The most recent case of this being Wycombe District Council in February 2018. After significant investment in systems, the council was forced to abandon its approach in all but one car park where the system was able to operate in conjunction with barriers.
- 3.1.4 ANPR cameras may be used to augment car park management controls and assist enforcement by enforcement officers who must both observe and manually issue an excess charge notice to a vehicle. As such beneficial uses for the technology are limited to:
- Early flagging of vehicles that have entered a car park without having a valid parking session initiated via a machine, permit, app or phone to park session.
 - Enhancing barrier controls to permit ticketless operation for those with a permit, app or phone to park session, pre-paid account, or a paid for session on a parking machine.
- In each case the car park management system will require the user to have entered their registration via a machine in the car park, app or phone to park, parking account or permit.
- 3.1.5 It must be noted that The Protection of Freedoms Act (2012) enabled the use of ANPR cameras in privately owned and operated car parks, utilising contract law. This has resulted in a large number of technologically advanced systems at retail outlets, hospitals and railway stations.

3.2 Convenience of Barrier Controls

- 3.2.1 Barrier controls can be an effective way of offering a '**Pay for What You Use**' on exit solution. A barrier opens after the selection of a chip coin or a ticket. The motorist then pays for the appropriate parking fee at a pay station before

returning to their vehicle, the chip coin or ticket then enabling free access through the exit barrier.

3.2.2 Barrier controls may be ticketless with the introduction of linked ANPR cameras, the cameras recording the entry time and exit time, with a computer system ensuring the appropriate parking fee has been paid then allowing the barriers to allow exit.

3.2.3 The main concern in establishing barrier controls is space:

- Barrier controlled car parks need to have provision for car queues off the main highway and within the car park for exit.
- Barriers require space for installation and in busy car parks a number of entrances with barriers are advised.

In order to assess if barriers are an effective solution there needs to be free access to queue and the ability to lose car parking spaces to incorporate them into the entrance and exit.

3.2.4 The review of car parks (Appendix 2) identifies 14 of the Council's 25 pay & display car parks as suitable for a barrier controlled system, due to the available space for traffic to queue off the public highway. Formal objections are highly likely from the highway authority on the grounds of impact on traffic management to the impact on roads in the other locations.

3.2.5 The installation of barriers would require the loss of parking spaces within the 14 car parks. These total 62 bays across all 14 car parks. There is an estimated loss of car parking income of £70,000 associated with the loss of these spaces.

3.2.6 Barriers can be an effective system and good systems have few malfunctions. However barriers can hinder access, being mechanical can fail and require monitoring (intercom and CCTV cameras) whilst in operation in the event of computer or human error with a capability to attend site.

3.3 Value for Money and Longer Dwell

3.3.1 **'Pay for What You Use'** allows a pay and display machine to mimic the benefits of a pay on exit car park, by allowing payment at the end of a parking session.

Users:

- Enter the car park and park their vehicle
- Proceed to a car park machine
- Enter their Vehicle Registration Number (VRN)
- Tap or enter the bank card they wish to pay with
- Place the ticket produced on their dashboard
- Return to the car park when ready to leave and re-enter their VRN paying the balance due at the machine

3.3.2 Payment using app or phone call will also be enabled. This will be linked to the Council's forthcoming customer account for access to all Council services and information relevant to them and where they live.

3.3.3 Investment in new parking management software and machines will allow the introduction of a new approach to parking tariff bands. This change (where possible subject to existing rebate arrangements) will deliver one of the Council's commitments to enable users pay for what they use. Smaller time units of 15

minutes may be introduced, allowing a parking charge to alter based on the time period elapsed.

- 3.3.4 **'Pay for What You Use'**, based on 15 minute time periods, will reduce the amount of overpayment by customers who will pay a parking charge relating more closely to the actual time elapsed instead of the current step change in charge from the current 'up to two hours' to an 'up to 3 hours'.
- 3.3.5 A minimum one hour period is proposed to ensure all car park users are encouraged to stay for at least one hour, benefiting retail in our towns.
- 3.3.6 A differential charge is proposed between long stay and short stay charges to encourage longer stay in car parks further from town, whilst maintaining a turnover of spaces in car parks closer to our town centres. Maintaining cheaper long stay rates will also continue to support our businesses and workers.
- 3.3.7 To achieve **'Pay for What You Use'** 15 minute time bands are proposed; charged at the same rate within a short stay car park, and the same rate within a long stay car park. This ensures convenience through simplicity and ease of use.
- 3.3.8 Introducing 15 minute charged bands (between 1 to 4 hours of parking) will impact existing car park revenue. Assuming half of customers pay at the first 15 minute time period and half pay in the last 15 minute time period, a loss of revenue of approximately £142,000 could arise. The charge structure will need address this, to ensure the Council continues to achieve its Medium Term Financial (MTFS) Plan, agreed by the Council.

4.0 Car Park Management System Proposals

4.1 Options Summary

Given the legal constraints presented in section 3.0 of this report, within which the Council must operate, a number of options are summarized below. An assessment of feasibility given the nature of the off street car parks, benefits, cost implications and risks is set out in full in Appendix 2.

Please note: **All** options except A 'do nothing' will be developed to link with payment app/pay by phone system and the Council's new customer portal.

OPTION	DESCRIPTION	PAY ON DEPARTURE	CARD/ CONTACTLESS	TICKET DISPLAYED	BARRIERS	CAMERA ASSIST
A	Do nothing (a like for like replacement at end of life)	No	No	Yes	No	No
B	Pay on Departure with credit/debit card (contactless).	Yes	Yes	Yes	No	No
C	Pay on Departure with credit/debit card (contactless) and barrier entry/exit control.	Yes	Yes	No	Yes	No
D	Pay on Departure with credit/debit card (contactless) and ANPR cameras to assist enforcement. (no barriers)	Yes	Yes	Yes	No	Yes

E	Pay on Departure with credit/debit card (contactless), barrier control for entry/exit and ANPR cameras to assist enforcement.	Yes	Yes	Yes	Yes	Yes
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4.2 Summary of Benefits and Risks

OPTION	DESCRIPTION	BENEFITS	RISKS
A	Do nothing (a like for like replacement at end of life)	<ul style="list-style-type: none"> • Reliable equipment • Least cost 	<ul style="list-style-type: none"> • Does not provide any customer benefits
B	Pay on Departure with credit/debit card (contactless).	<ul style="list-style-type: none"> • Quick payment including cards • Payment for parking before departure • Maintains number of spaces in car park • Can be enhanced with ANPR later • Limits overpayment by motorist • Mimics benefits of barriers without investment or congestion • Reduced likelihood of excess charge for overstaying • Equipment reliability • Reduction in cash payments 	<ul style="list-style-type: none"> • Risk of abuse – start sessions require ticket to be displayed so enforcement labour retained. • Pay station use required to input registration, customer adoption. • Reduction in Excess Charge Notice Income
C	Pay on Departure with credit/debit card (contactless) and barrier entry/exit control.	<ul style="list-style-type: none"> • Quick payment including cards • Payment for parking before departure • Can be enhanced with ANPR later • Limits overpayment by motorist • Reduction in cash payments • Convenience of entry and exit. • No overpayment by motorist • No excess charges for overstaying 	<ul style="list-style-type: none"> • Equipment failure/vandalism • Complexity of operating permits/blue badge • Power requirement • Safety Access/Exit • Enforcement required for out of bay/blue badge/premium bay • Traffic congestion • Loss of parking spaces impacting ability to offer wider bays. • High cost/Loss of income during installation
D	Pay on Departure with credit/debit card (contactless) and ANPR cameras to assist enforcement. (no barriers)	<ul style="list-style-type: none"> • Quick payment including cards • Payment for parking before departure • Maintains number of spaces in car park • Can be enhanced with ANPR later • Limits overpayment by motorist • Mimics benefits of barriers without investment or congestion • Reduced likelihood of excess charge for overstaying • Equipment reliability • Reduction in cash payments • Quick payment including cards • 20% reduction in enforcement • No overpayment by motorist • Reduced abuse due to ANPR 	<ul style="list-style-type: none"> • Risk of abuse – start sessions require ticket to be displayed. • Reduced level of Excess Charge Notices due to less enforcement hours deployed. • Pay station use required to input registration, customer adoption. • Data connectivity in real time.

E	Pay on Departure with credit/debit card (contactless), barrier control for entry/exit and ANPR cameras to assist enforcement.	<ul style="list-style-type: none"> • Quick payment including cards • Convenience of entry and exit. • Payment before departure • No overpayment by motorist • No excess charges for overstaying • Reduction in cash payments 	<ul style="list-style-type: none"> • Equipment failure • Safety Access/exit • No enforcement of out of bay/blue badge/premium bay • Traffic congestion • Loss of parking spaces impacting ability to offer wider bays • High cost/Loss of income during installation
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4.3 Cost Summary

4.3.1 The costs per car park are summarised below and detailed in full in Appendix 2. Appendix 3 is a summary for each option against the baseline investment of Solution B. The revenue costs shown are increased maintenance/operating costs less any potential saving in enforcement activity.

OPTION	DESCRIPTION	CAPITAL COST	CAPITAL + COST OF FUNDING		
A	Do nothing (a like for like replacement at end of life)	No cost, current equipment will be maintained and upgraded as required to maintain existing functions, as and when failure occurs.			
B	Pay on Departure with credit/debit card (contactless) through upgraded components to existing equipment.	£237,250	3 years	£254,335	
			5 years	£265,720	
			10 years	£294,190	
			Revenue Impact of proposal	Cost	£0
				Saving	£0
Net	£0				
C	Pay on Departure with credit/debit card (contactless) and barrier entry/exit control.	£906,225	3 years	£972,225	
			5 years	£1,015,760	
			10 years	£1,124,590	
			Revenue Impact of proposal	Cost	£140,745
				Saving	£0
Net	£140,745				
D	Pay on Departure with credit/debit card (contactless) and ANPR cameras to assist enforcement. (no barriers)	£816,980	3 years	£875,800	
			5 years	£915,015	
			10 years	£1,013,050	
			Revenue Impact of proposal	Cost	£21,000
				Saving	£21,000
Net	£0				
E	Pay on Departure with credit/debit card (contactless), barrier control for entry/exit and ANPR cameras to assist enforcement.	£1,083,330	3 years	£1,161,325	
			5 years	£1,213,325	
			10 years	£1,343,325	
			Revenue Impact of proposal	Cost	£161,744
				Saving	£21,000
Net	£140,743				

4.3.2 Given a potential cost of investment of up to £1.2m, an adjustment to parking charges would need to be considered for this to be funded within the agreed MTFS.

4.4 Supplementary Option – Technology Test Site

Given a combined implementation of ANPR camera and barrier technology is a significant expense across multiple car parks, these technologies could be trialled in a single car park. This would ensure that the Council is able to fully evaluate the cost and benefit from a technologically advanced approach, before committing to significant additional expenditure.

Based on the review of car parks it is suggested Tebbutts Road in St Neots would be the most suitable site:

- It is big enough to support a controlled trial, with space (240 spaces)
- The existing entry and exit arrangements mean there will be a minimal impact of installation on the current number of spaces provided
- The car park is wholly owned by the Council, in a central shopping location allowing full evaluation of operation.
- The Council are currently working in collaboration with Connecting Cambridgeshire, Collusion, St Neots Town Council and local community group the 'Neotists' on The Smart St Neots project which is looking at how creativity, data and emerging technology can support the growth of the town.

The costs for implementing solutions within this car park are:

Option	Cost
'Pay for What You Use' Only	£22,000
Barrier Control Only	£78,000
ANPR Camera Enforcement Assist Only	£54,000
Barrier Control with ANPR Assist	£86,000

The additional investment for the single car park trial in Tebbutts Road would therefore be £64,000 over and above implementing a 'Pay for What You Use' system.

4.5 Changing the Charge Structure

4.5.1 The current process of amending the car parking charge structure is through a formal, public consultation process. This process takes 3 months and involves:

- Publishing of proposals in local newspapers, the Council's website and on the tariff boards of the car parks themselves.
- The notice being up for a period of a month, inviting comments from the public regarding the changes.
- The comments are then gathered and presented to members as part of the report to authorise fees and charges. Scrutiny debate the comments and charges proposed.
- Cabinet take note of the comments and then make a decision on whether to increase the charges, with the authority to overrule any specific objections.
- Only after the decision can the process of changing charges be undertaken with associated signage and software updates.

4.5.2 There is no legal requirement for this approach, which by its nature can involve considerable resources and time. This process is not followed for other fees and charges.

4.5.3 Car parking charge structures may be set in a similar way to other fees and charges by means of a 'Notice of Variation' this is a published statement that charge structures will be changing utilising the Council's powers under Sections 35(1), 35(3) and 35C of the Road Traffic Regulation Act 1984 and Regulation 25 of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 that it is to vary the current parking tariff for 'Pay and Display' off-street parking. The variation is to the Parking Orders which set out the terms and penalties in place for the operation of off-street car parks.

4.5.4 The requirements of following these powers are:

- Publish a notice of variation at least once in a newspaper circulating in the area in which the parking places to which the notice relates are situated at least 21 days before it is due to come into force.
- The notice of variation must specify the date when it is due to come into force; identify every parking place to which the notice relates; and specify the changes to charges payable for the use of the parking place(s);
- In the case of an off-street parking place, a copy of the notice to be displayed in the parking place on the date on which the notice is given and take "all reasonable steps" to ensure that it continues to be so displayed and remains in a legible condition until the date on which it comes into force; and if it thinks fit, cause additional copies to be so displayed in the parking place and in roads giving access to the parking place.

4.6 Proposed Charge Structure

4.6.1 If the option to move to 15 minute charged intervals between a parking stay of 1 hour and 4 hours is chosen, there is a requirement to change the charge structure. The change will need to address the estimated adverse impact of £142,000 on the Council's MTFS. The benefit to the customer being that they pay only for what they use means they will no longer overpay for time they do not.

4.6.2 An investment in car park management systems and equipment requires funding of between £250,000 to £1.2m (depending upon the option selected). In order to fund the cost of investment, the revised charge structure must address this to continue to meet the Council's MTFS. The investment will benefit customers who will have the convenience of card payment, payment on exit and the ability to pay for the time of parking used.

4.6.3 The Financial Principles of the Off Street Car Parking Strategy require the Council to limit any increase in charges to the index of comparator car parks which is illustrated in Appendix 4. Current charges are approximately 30 pence lower than the comparator index per tariff band.

4.6.4 The proposed car park charge structure must meet the following tests:

- remaining below the comparator index for long and short stay
- meeting the agreed MTFS requirements of the Council's agreed budget
- not achieving excessive increases above the MTFS budget requirements
- convenience and simplicity of '**Pay for What You Use**' in 15 minute periods

4.6.5 The proposed charge structure below fulfils all of the requirements. This consists of two simplified tariff structures, one for short stay and one for long stay car parks:

- A minimum period of 1 hour to encourage a **longer dwell**.
- 15 minute charged intervals to enable ‘**Pay for What You Use**’, encouraging **longer dwell time** and **value for money**.
- Equal charges for timed intervals to ensure **simplicity** and **ease of use**.
- Long stay rates less than short stay to **encourage turnover** of car parking spaces closer to benefit retail whilst supporting reduced rates for long stay users including workers further away from the town centres.

Proposed Short Stay (£)	
1 hour	1.00
Each 15 minutes	.20
2 hr	1.80
Each 15 minutes	.20
3 hr	2.60
Each 15 minutes	.20
4 hr	3.40

PAY HERE

THE DISTRICT OF HUNTINGDONSHIRE (OFF-STREET PARKING PLACE) ORDER 20XX

PARKING CHARGES	
UP TO	
1 HOUR	£1.00
& 15 MINUTES	£1.20
& 30 MINUTES	£1.40
& 45 MINUTES	£1.60
2 HOURS	£1.80
& 15 MINUTES	£2.00
& 30 MINUTES	£2.20
& 45 MINUTES	£2.40
3 HOURS	£2.60
& 15 MINUTES	£2.80
& 30 MINUTES	£3.00
& 45 MINUTES	£3.20
4 HOURS	£3.40

Park only within designated bays

Motorcycle parking is chargeable unless parked in a motorcycle bay (where available)

Blue Badge Holders
Free parking up to XX hours when displaying Blue Badge and Clock set to time of arrival

PARKING CHARGE APPLY

Proposed Long Stay (£)	
2 hour	1.60
Each 15 minutes	.10
Equivalent 3 hr	2.00
Each 15 minutes	.10
Equivalent 4 hr	2.40
Up to 10 hr	3.00
Up to 23 hr	4.00

PAY HERE

THE DISTRICT OF HUNTINGDONSHIRE (OFF-STREET PARKING PLACE) ORDER 20XX

PARKING CHARGES	
UP TO	
2 HOURS	£1.60
& 15 MINUTES	£1.70
& 30 MINUTES	£1.80
& 45 MINUTES	£1.90
3 HOURS	£2.00
& 15 MINUTES	£2.10
& 30 MINUTES	£2.20
& 45 MINUTES	£2.30
4 HOURS	£2.40
10 HOURS	£3.00

Park only within designated bays

Motorcycle parking is chargeable unless parked in a motorcycle bay (where available)

Blue Badge Holders
Free parking up to XX

It is estimated that by implementing this charging structure the Council will meet the requirements set within the Council’s MTFs, whilst supporting:

- **customer convenience** and **ease of use** through an investment of £800,000 to £900,000 in car parking technology offering a choice of payment options
- **value for customers** through ‘**Pay for What You Use**’, on exit, based on 15 minute periods between a 1 hour and 4 hour stay
- **retail in our towns** through lower long stay charges compared to short stay, a minimum dwell of one hour, a **longer dwell** through pay for what you use on exit.

4.6.6 ‘**Pay for What You Use**’ is a growing approach commonly used in cities for on-street parking where parking is charged through meters. Examples can be simple or complex. Some examples include:

- Rushmoor Borough Council 15 minute time periods on-street, one hour periods in all car parks.
- Westminster City Council 10 minute periods
- Warwick District Council 10 pence for 6 minutes in town centre car parks, one hour periods in long stay.
- Ashford Borough Council, 5 pence per 3 minutes, rounding to the nearest 5p

5. COMMENT OF THE OVERVIEW & SCRUTINY PANEL

- 5.1 The comments of the relevant Overview and Scrutiny Panel will be included in this section prior to its consideration by the Cabinet.

6. KEY IMPACTS / RISKS

- 6.1 **The Council's revenue from car parking will not be sufficient to cover the cost of investment for our proposed improvements.** Should market resistance be experienced income may fall, this is unlikely given the largely fixed supply of off-street car parking locations in our Towns. The charge structure has been assessed in terms of 10-30% reduction in use with a probability of 50%, 30% and 20% respectively to ensure the requirements of the Councils MTFS will be met.
- 6.2 **Failure to change the charge structure will make the new maintenance and running costs of new payment technology unsustainable.** This is subject to the selection of the technology desired and approval of the proposed charge structure. The Off-Street Car Parking Strategy limits this through its Financial Principles where the Council guarantees parking charges to be below the index of comparative authorities.
- 6.3 **Any delay beyond a Cabinet decision on 14th February will result in a further delay in procurement and installation of new technology and the ability to implement the 'Pay for What You Use' charge structure.** A 3 month delay will impact the MTFS by approximately £90,000.
- 6.4 **Without investment in car park management technology the Council will be unable to deliver the objectives within the adopted 'Off-Street Car Parking Strategy'.**

7. IMPLEMENTATION

- 7.1 If a change to the structure of charges is progressed under the current method implementation will take 3 months from the approval of Cabinet.
- 7.2 If the proposed notice of variation is implemented the structure of charges may be implemented within 1 month.
- 7.3 The implementation of new technology to manage car parks is estimated to take three months, the upgrade to achieve '**Pay for What You Use**' can potentially commence within 2 months in key car parks.

- 7.4 If an option of either barrier and/or ANPR technology is selected, implementation will take longer due to ground works required; this is estimated to be 6 months from decision.

8. LINK TO THE CORPORATE PLAN, STRATEGIC PRIORITIES AND/OR CORPORATE OBJECTIVES

- 8.1 The Corporate plan sets out our ambition to **become more efficient and effective in the way we deliver services**, and our commitment to **becoming a more customer focused organisation**. The proposed investment in car park management systems will make ever greater use of technology to aid our car parks users, meet their expectations and provide us with information that will enable us to become more effective in the delivery of services.
- 8.2 The Council is committed to delivering the Off-street Car Parking Strategy in a way that **supports retail in our towns** by encouraging longer dwell times.
- 8.3 The proposed investment will deliver the Off-Street Car Parking Strategy goals of:
- Implementing Technology that Positively Assists our Car Park Users
 - Financial Principles of Parking
- 8.4 The Off Street Car Parking Strategy was informed by:
- Huntingdonshire District Council: Local Plan to 2036
 - Huntingdonshire District Council: Car Park user survey
 - Huntingdonshire District Council corporate plan
 - Cambridgeshire & Peterborough Combined Authority: St Neots Masterplan for Growth

9.0 CONSULTATION

- 9.1 Car park users were consulted as part of the development of the Off Street Car Parking Strategy www.huntingdonshire.gov.uk/parkingsurveyresults2017:
- Convenience was the no1 priority for our car park users, which can be improved through offering alternate methods of payment
 - Value for money ranked 2nd in customers importance which can be improved through offering a **'Pay for What You Use'** system
- 9.2 Additional Stakeholder feedback was sought from all Parish & Town Councils within the District to check that the views expressed within the survey match the issues previously presented by Parish & Town Councils.
- 9.3 The Strategic Review of Parking task & Finish group:
- Collected and considered occupancy information for current and future anticipated usage trends.
 - Consulted with Parish & Town Councils on the customer feedback and priorities information collected through our online survey.
 - Considered issues surrounding parking within the District.

10.0 RESOURCE IMPLICATIONS

- 10.1 Car Park Payment & Operation Solutions

- Parking Services Manager
- Support from HDC Procurement Team
- Support from 3C Legal

10.2 Charge Structure Changes

- Parking Services Manager
- Support from HDC Corporate Team
- Support from 3C Legal

10.3 Capital funding as set out in section 4 of this report

10.4 Revenue funding to support capital borrowing and new maintenance charges associated with new technology as set out in section 4 of this report.

10.5 Revenue resulting from the charge structure set out in section 4 to meet the MTFs requirement of £300,000 contribution in a full year. Detailed financial modelling of the revenue implications resulting from the new charge structure predicts £385,000 of additional income based on an assessment of worst case (£210,000) and best case (£572,000) scenarios based upon anticipated changes in customer behaviour. This model can be viewed on the night if desired.

11.0 REASON FOR THE RECOMMENDED DECISIONS

11.1 Investment in Off-Street Car Park technology will deliver customer expectations for **convenience** and **value for money** as identified within the Off-Street Car Parking Strategy with greater choice in payment and “**Pay for What You Use**”.

11.2 Delivery of new technology to manage car parks is required to deliver the Council’s objectives of **supporting retail in our towns** through the ‘Off-Street Car Parking Strategy 2018 - 2023’ by enabling **longer dwell** times and ease of use for shoppers and visitors.

11.3 A change in approach to car park charges is only regarded as acceptable if customers receive a better quality of service which offers greater convenience and the ability of customers to ‘**Pay for What You Use**’ at the end of their parking period.

11.4 The proposal to change car park charges by Notice of Variation follows best practice in use by other Councils to minimise impact, administration costs and to make the implementation of changes more efficient.

11.5 The cost of parking remains constrained by the Financial Principles of the Off Street Car Parking Strategy, the Council will be maintaining value for money services for the tax-payer for the provision of this non-statutory service.

12.0 LIST OF APPENDICES INCLUDED

- Appendix 1 - DFT Guidance
- Appendix 2 - Car Park Solutions – Detailed by Car Park
- Appendix 3 - Solution B comparison to Option C, D and E
- Appendix 4 – Car Park Fees and Charges Comparator Index

13.0 BACKGROUND PAPERS

Cabinet - Thursday 18th October 2018: Strategic Review of Parking: Off-street Parking Strategy 2018 - 2023

<http://moderngov.huntsdc.gov.uk:8070/documents/s98295/Strategic%20Review%20of%20Parking%20-%20Off-Street%20Car%20Parking%20Strategy.pdf>

Cabinet - Thursday 12th October 2017: Strategic Review of Car Parking - Parking Vision

<http://moderngov.huntsdc.gov.uk/documents/s88617/Item%205%20-%20Strategic%20Review%20of%20Parking%20Report.pdf>

Overview & Scrutiny: Economy & Growth Panel - Thursday 6th April 2017: Strategic Review of Car Parking: Project Overview and T&F Scoping Document
<http://moderngov.huntsdc.gov.uk:8070/documents/s85153/Strategic%20Review%20of%20Car%20Parking%20Project%20Overview.pdf>

14.0 CONTACT OFFICERS

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