

Coastal Parking Charges Update

Health and Public Protection Scrutiny Panel
27 March 2024

Why review parking in 2020?

April 2020:

- Hampshire took back on-street enforcement April 2020
- Loss of on-street enforcement revenue - £250,466
- Additional savings/income needed to tackle financial challenges (Opportunities Plan)
- Review car park conditions
- New approach to enforcement: Environment + Parking:

Coastal Parking in 2020

- 9 car parks with 598 spaces
- Only Council on the South Coast that didn't charge



Introducing charges in our Coastal Car Parks

Executive September 2020 approved:

- £1 per hour charging in 9 coastal car parks between 10am and 6pm
- Solar powered pay-and-display machines in coastal car parks
- Annual £80 season ticket for coastal car parks
- 12-month review of changes

Coastal Charging Implementation

- August 2021: Charging regime begins in most coastal car parks
- March 2022: Charging in Portchester Castle begins
- 1,217 season tickets sold in Year 1 – 2021/22
- Meon Shore Car Park improvements: re-shingle and new bay markings – positive feedback from residents

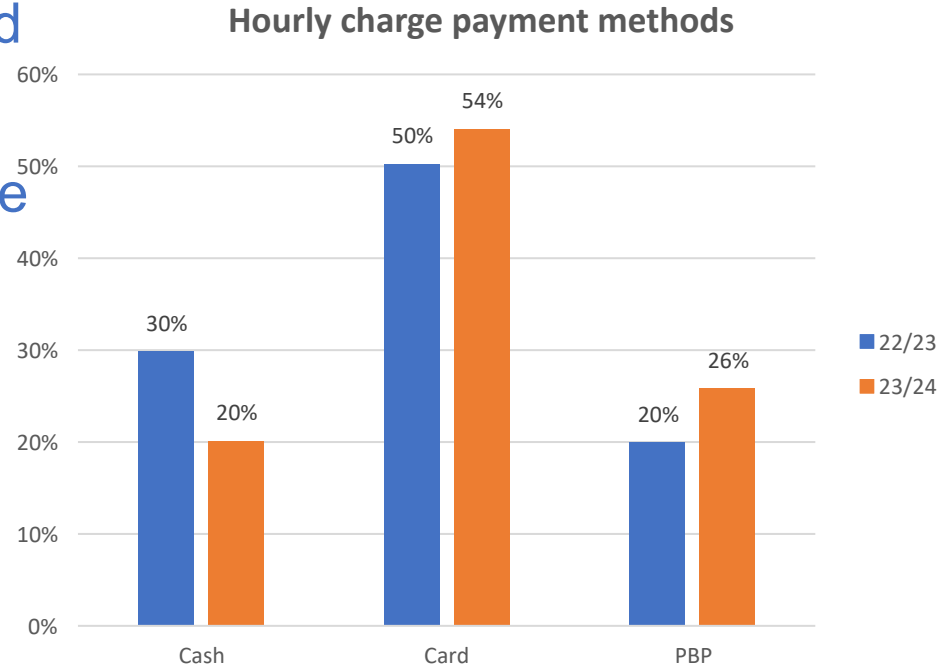
Review of Coastal Charging Policy 2022

Proposals from 1 April 2023:

- Increase hourly charges by inflation i.e. 10% (10p)
- Remove £6 per day charging cap
- Coastal season tickets: £145 per year but concessionary rate of £95 for residents
- Charges introduced at Wicor Coastal Car Park

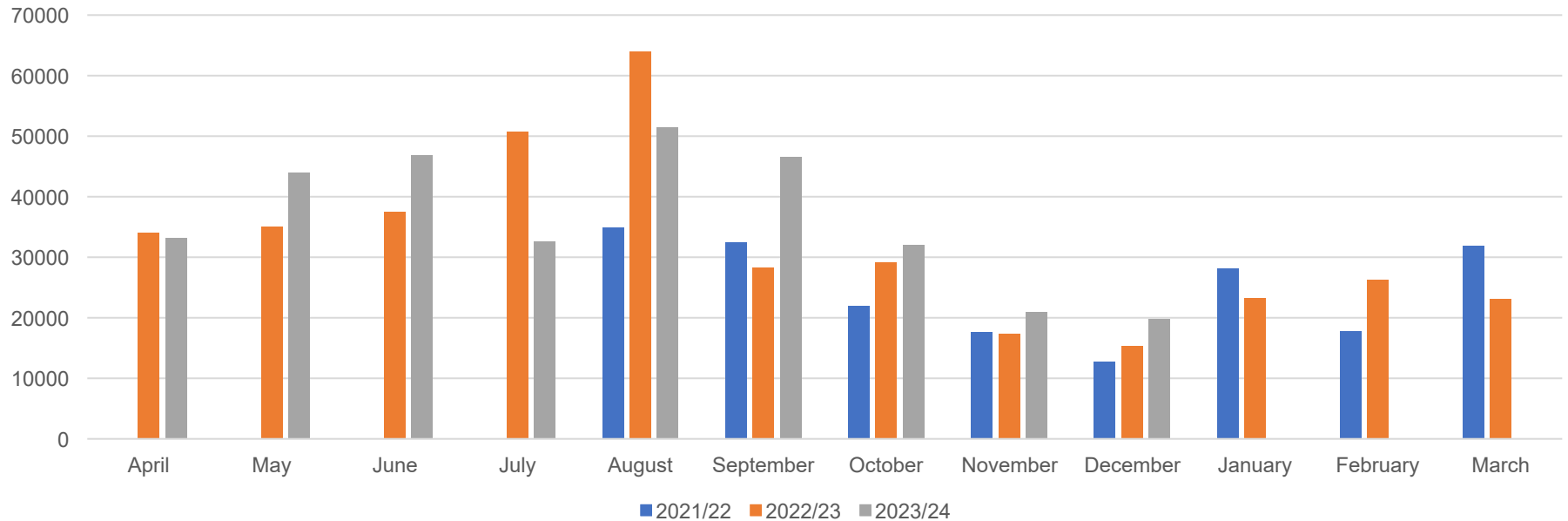
2024 Update

- Season tickets stabilised at around 800 ticket holders
- Wicor on course to achieve income estimates with limited impact on match days
- Overall income projected to achieve £450,000 budget
- Cash payments dropped by 10% between 22/23 and 23/24



Impact of weather on income

Income by Month - Parking Only



Enforcement

- Wider environmental enforcement role supports:
 - Effective coastal car park enforcement
 - Dog control eg on leads, seasonal exclusion zones eg Bird Aware
- Try to advise customers not parked correctly before issuing a Penalty Charge Notice (PCN)

Questions?