

FAREHAM

BOROUGH COUNCIL

Report to Planning and Development Policy Development and Review Panel

Date **14 September 2015**

Report of: **Director of Planning and Development**

Subject: **PERFORMANCE REVIEW: PARKING STRATEGY SERVICE &
STRATEGY ACTION PLAN**

SUMMARY

This report presents the results of an annual review of the usage of off-street car parks in Fareham Town Centre, in particular a comparison of annual revenues and usage patterns utilising data available for financial year 2014/15, and up to July 2015. It updates the presentation given to the Panel on 2 September 2014 and includes details of the outstanding actions on the Implementation Plan defined in the Fareham Town Centre Parking Strategy.

RECOMMENDATION

That the Panel:

- Notes the contents of the Performance Review of the Fareham Town Centre car parks;
- Notes that all activities with outstanding actions in the Implementation Plan as referred to in the Performance Review have now been completed;
- Recommends to the Executive that consideration be given to enabling a future review of the Fareham Town Centre Parking Strategy 2012-2017, in conjunction with the implementation of the future development strategy for Fareham Town Centre.

INTRODUCTION

1. This report presents the results of an annual review of the usage of off-street car parks in Fareham Town Centre, in particular a comparison of annual revenues and usage patterns utilising data available for financial year 2014/15, and up to July 2015. It updates the presentation given to the Panel on 2 September 2014.
2. Details are also given of the outstanding actions in the Implementation Plan, including the proposed sale of The Gillies Car Park and disabled parking provision.

BACKGROUND / DESCRIPTION OF CAR PARKS

3. Table 1 below lists the individual Town Centre car parks with total spaces currently available in each car park (and by individual component where applicable). The car parks are divided into 3 categories reflecting the differing payment regimes – Inner, Premium and Outer – and there is a total of 2,190 parking spaces of which 108 are Disabled spaces (representing 5% of the total).
4. The total parking offer comprises 4 large car parks and a number of smaller car parks dispersed across the Town Centre, providing drivers with a choice between Inner/Premium and Outer car parks on the various approaches to the Town Centre. The plan included at Appendix A shows the location and designation of each car park.
5. Over 80% of Inner Car Park spaces are located in the two multi storey car parks – Osborn Road and Fareham Shopping Centre - whilst Lysses Car Park accounts for 41% of all Outer parking spaces. There are proportionately more Disabled spaces overall in the Inner Car Parks, which provide easier access to the Town Centre, than in the Outer Car Parks.
6. Osborn Road Multi Storey Car Park also contains six Parent-and-Child spaces and the Shopmobility service. Two rapid charge points have been installed in Civic Way (N) Car Park to provide a recharging service for electric vehicles close to the Town Centre.
7. The numbers of spaces in each car park have been verified by FBC's Parking Services Department and take into account any small layout changes that have occurred recently.

INCOME/REVENUE TRENDS 2013-2015

8. Figure 1 (below) illustrates the monthly pattern of total parking income received by Fareham Borough Council for financial years 2013/14, 2014/15 and the current financial year up to July 2015, the latest full month for which statistics/data are available.
9. In general terms the monthly income figures for 2014/15 show a slight upward trend compared with 2013/14, and the figures for 2015/16 are also consistent with this pattern. Total income from the car parks for financial year 2014/15 was £2,162,000, an increase of £26,000 on the equivalent figure for the previous 12-month period.
10. It is interesting to note that there is no discernible reduction in revenue during the summer holiday months, with monthly income consistently in the range £150,000 to £200,000 throughout the year with the exception of December. Car park usage traditionally increases in the run up to Christmas and this is reflected in the parking income for December, which exceeded £250,000 in 2014/15.

11. TABLE 1: FAREHAM TOWN CENTRE CAR PARKS

Car Park by Designation	Parking Spaces (including Disabled)	Total Disabled Spaces
INNER CAR PARKS	1238 spaces	80 spaces
Osborn Road Multi Storey	802	57
Fareham Shopping Centre Multi Storey (Civic Way)	207	12
Civic Way Surface Car Parks	Civic Way (N) 30, Civic Way (S) 43, Walled Garden 33, Civic Offices 20; TOTAL 126	5
Ferneham Hall	Ferneham Hall 24, Ferneham Clinic 53; TOTAL 77	4
Palmerston Avenue	26	2
PREMIUM CAR PARK	314 spaces	14 spaces
Market Quay	314	14
OUTER CAR PARKS	638 spaces	12 spaces
Lysses	264	0
Bath Lane	28	2
The Gillies	34	0
Holy Trinity Church	53	2
Malthouse Lane	84	6
Trinity Street	70	2
Youth Centre / Osborn Road West	Youth Centre 69, Osborn Road (W) 36; TOTAL 105	0
Total in Town Centre	2,190 spaces	106 spaces

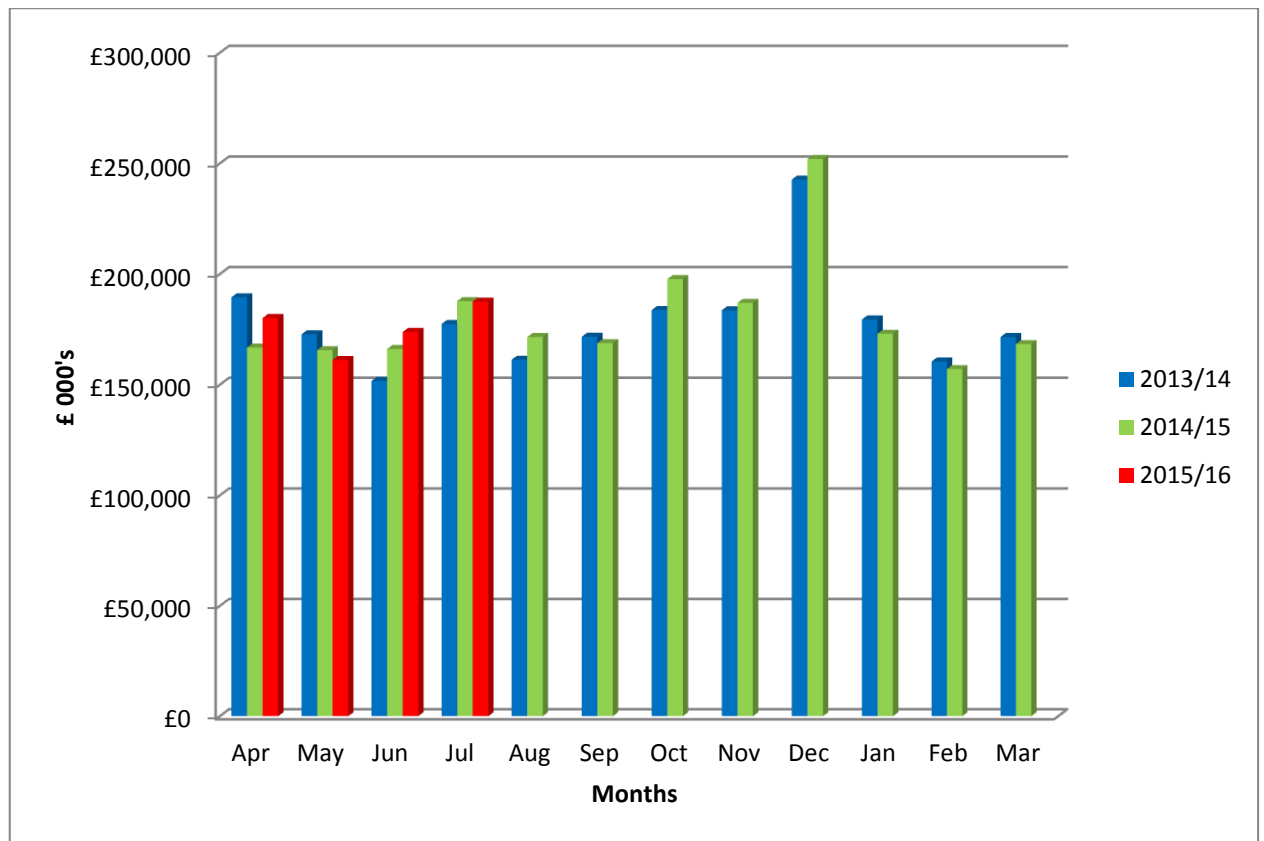


Figure 1 – Parking Income Trend by Month

CAR PARK THROUGHPUT

12. Figures 2, 3 and 4 below present the average daily throughput in the individual car parks within each designation for the last two 12-monthly periods (August to July). These figures give the most up-to-date indication of the trend in car park usage in Fareham Town Centre.
13. For 'Pay on Foot' car parks throughput is derived from the exit barriers linked to the payment system, whilst for 'Pay and Display' car parks the data is extracted from the number of tickets purchased at the pay machines for each analysis period.
14. In terms of usage Market Quay is the highest performing Inner Pay on Foot car park with a daily average of 1,474 vehicles recorded in 2013/14 and 1,536 vehicles in 2014/15 (a 4% increase), as shown in Figure 2. Fareham Shopping Centre Car Park has a substantially lower throughput than the other 2 car parks but indicated a 6% increase in 2014/15. Taking account of a slight reduction in the figure for Osborn Road, the overall average throughput in Inner Pay on Foot car parks has increased by 2% in 2014/15 compared with the previous year.
15. Ferneham Hall is the highest performing Inner Pay and Display car park with a daily average of 269 transactions in 2013/14, with usage holding steady in 2014/15 as shown in Figure 3. Palmerston Avenue Car Park has the lowest number of transactions in this category but also has considerably fewer spaces (see Table 1). Across the 3 car parks there has been an increase of 1% in the average number of tickets sold in 2014/15, accounted for by a higher number of tickets sold in the Civic Way car parks.

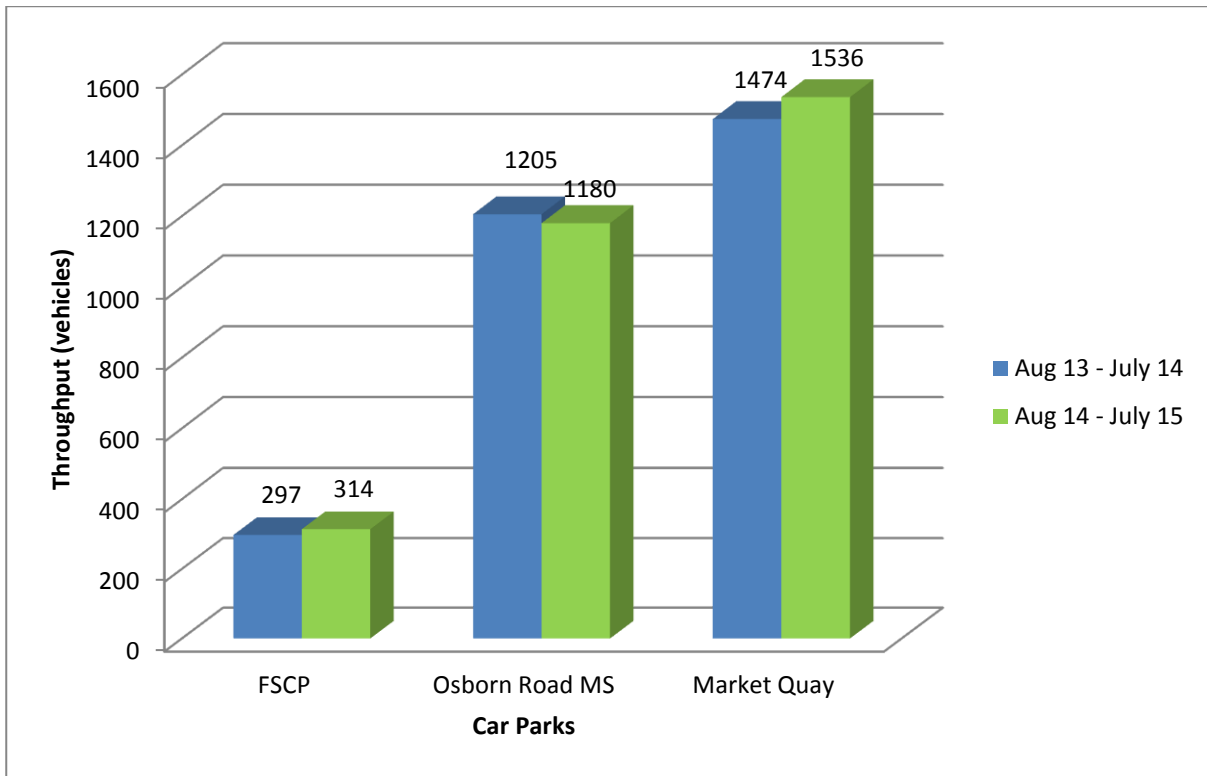


Figure 2 – Comparison of Average Daily Throughput for Inner Pay on Foot Car Parks: August 2013-July 2014 and August 2014-July 2015

16. Of the Outer Pay and Display car parks, Trinity Street has the highest number of tickets sold (average of 185 transactions per day in 2013/14 and 186 in 2014/15), as shown in Figure 4. Malthouse Lane also has a higher number of average daily transactions than Lysses which is a considerably larger car park (Table 1). The lowest number of average daily transactions is associated with The Gillies Car Park, although throughput has increased slightly in 2014/15 compared with 2013/14.
17. Overall the average daily throughput in Outer Pay and Display car parks has increased by 4.5% in the 2014/15 period compared with the previous 12 months. This is a higher increase than that recorded in the Inner car parks over the same period, although this figure reflects the revised arrangements in Bath Lane Car Park which may account for part of this difference.

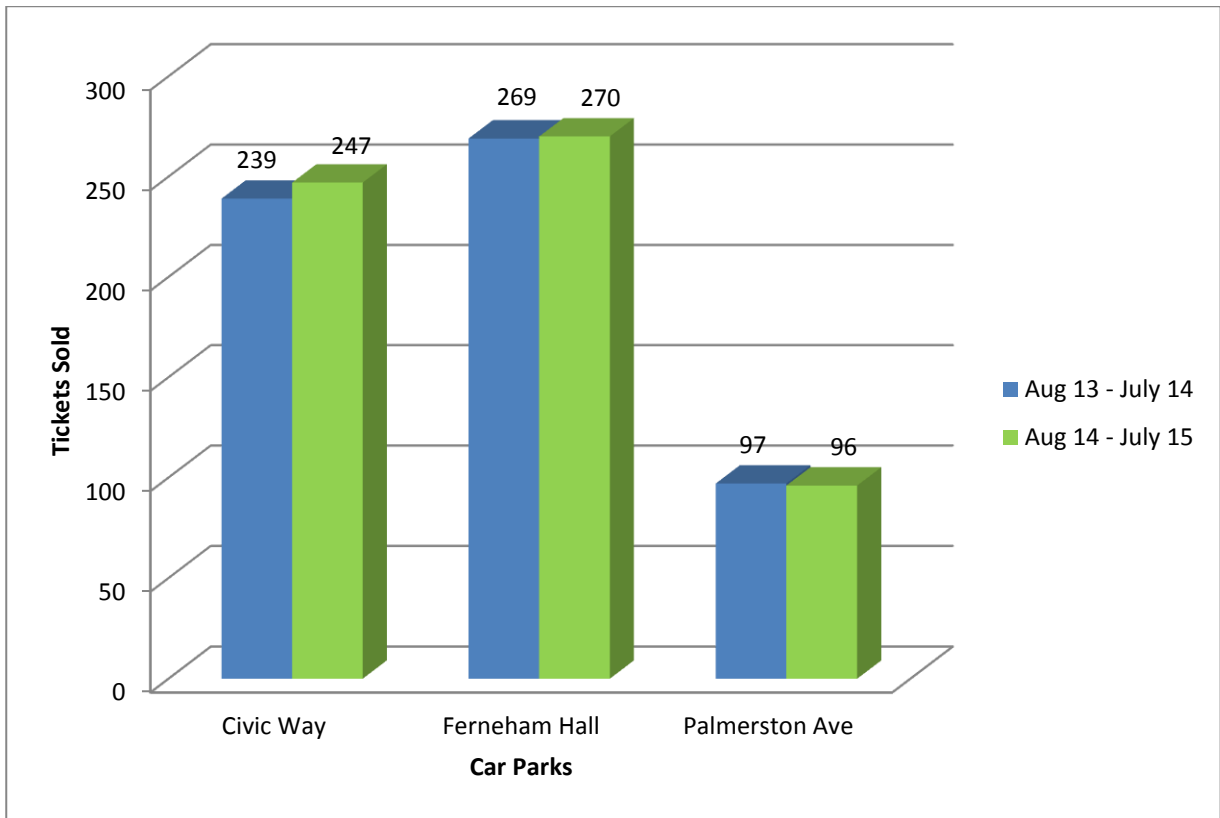


Figure 3 – Comparison of Average Daily Tickets Sold for Inner Pay and Display Car Parks: August 2013-July 2014 and August 2014-July 2015

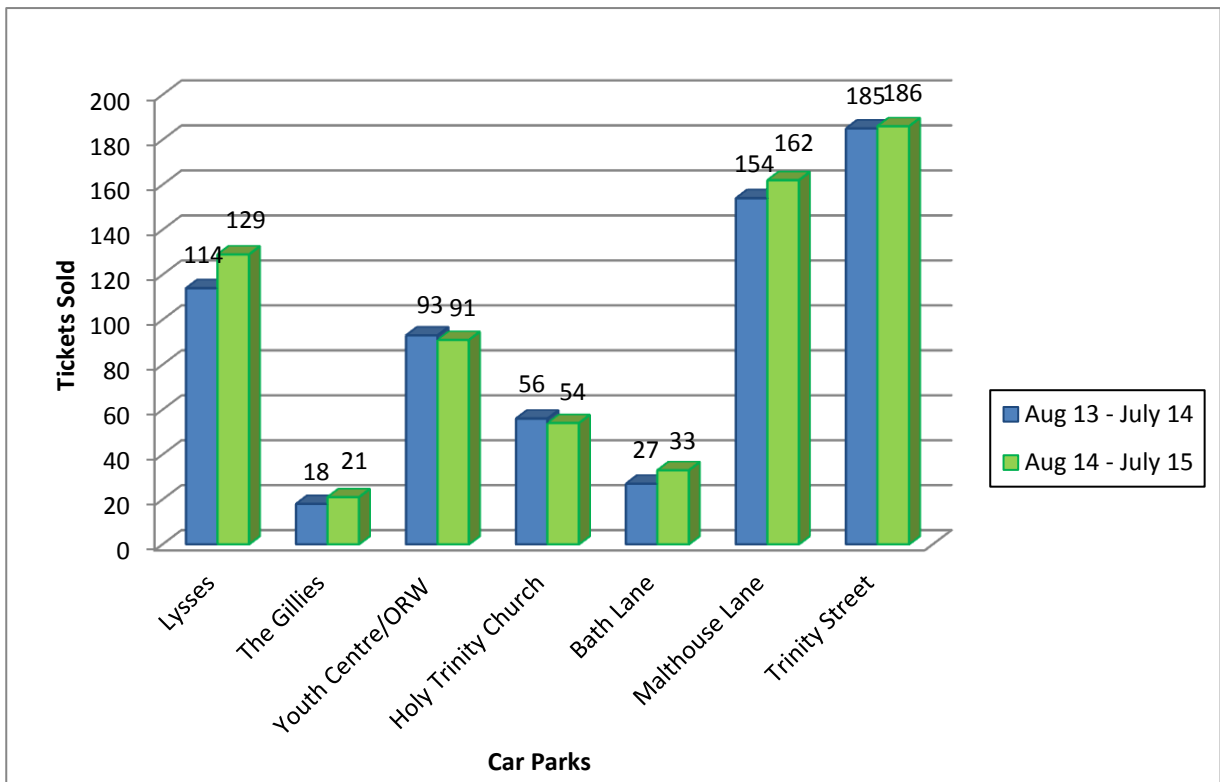


Figure 4 – Comparison of Average Daily Sold for Outer Pay and Display Car Parks: August 2013-July 2014 and August 2014-July 2015

UPDATE ON SEASON TICKETS

18. Figure 5 presents total income accruing from the purchase of car park season tickets for the last 3 financial years. For 2014/15 the value of season tickets sold amounts to £62,490, which compares to £50,131 for the previous year - an increase of 25%.
19. Total sales in 2014/15 represent 2.81% of total income from parking charges, comparable with figures for 2013/14 and 2012/13 of 2.28% and 1.84% respectively, and indicative of an increasing trend in the purchase of season tickets for the Town Centre car parks.

UPDATE ON CHIP-AND-PIN PAYMENTS

20. The percentage of payments for parking charges made by card is currently running at a steady 10% of total payments.
21. The figure for the Pay and Display car parks is slightly higher than average, at around 11% of all payments.

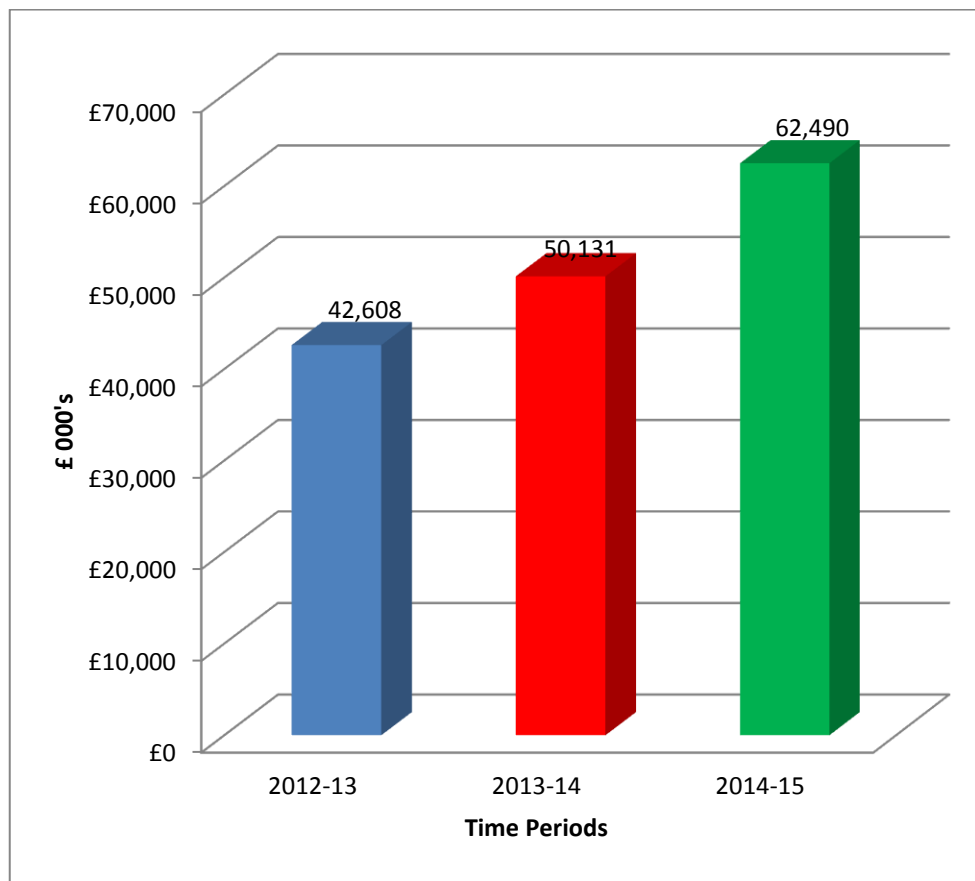


Figure 5 – Comparison of Annual Income from Season Ticket Sales for the Town Centre Car Parks

STRATEGY ACTION PLAN – GENERAL

22. The Strategy Action Plan was defined in the Town Centre Parking Strategy 2012-2017. As reported previously, all actions are complete with the exception of the sale of The Gillies Car Park and a review of disabled parking arrangements.

STRATEGY ACTION PLAN – SALE OF THE GILLIES CAR PARK

23. The sale of The Gillies Car Park to Aldi Ltd. was agreed by the Council at the Executive Decision Meeting on 3 November 2014, and is dependent upon several conditions being met including the need to obtain planning permission for a change of use. A planning application has recently been submitted to Fareham Borough Council for this purpose.
24. The sale to Aldi Ltd is also subject to the implementation of an order to close the car park, and an (Off Street Parking Places) Order enabling The Gillies Car Park to close in due course was approved at the Executive for Decision Meeting on 2 March 2015.

STRATEGY ACTION PLAN – DISABLED PARKING

25. Disabled parking provision will be reviewed as required to support other policy reviews. The dimensions of disabled parking spaces should be in accordance within accepted national standards wherever possible, with consideration given to locating these spaces within the most accessible area of a car park.
26. There is currently a combined total of 80 disabled spaces in the Inner Car Parks, representing over 6% of total available spaces in these car parks and consistent with the applicable guidance.

‘PARENT AND CHILD’ SPACES

27. Following comments received from car park customers that existing ‘Parent and Child’ spaces in Osborn Road multi-storey car park were not well located or utilised, new signage has been installed to increase driver awareness of the 6 spaces on the 4th floor of this car park.

RESIDENTS PARKING SCHEMES

28. The Council continues to receive requests to either extend the Town Centre residents parking scheme or introduce similar schemes at locations elsewhere in the Borough where residents are inconvenienced by all-day parking by commuters or visitors. The problem is exacerbated in some cases by drivers opting not to use station car parks or by the absence of dedicated parking spaces for rail passengers at local stations.
29. Whilst these schemes can be effective in managing the effects of commuter and shopper parking in residential streets they do not generally represent a financially viable solution outside the Town Centre, and currently there are no plans to amend the existing scheme.

PARKING CHARGES – THURSDAY LATE NIGHT SHOPPING

30. In Autumn 2014 the charging arrangements in the three ‘Pay-on-Foot’ car parks – Osborn Road Multi Storey, Fareham Shopping Centre Multi Storey and Market Quay – were revised to provide free parking to visitors after 5pm on Thursdays. This followed a

request from Fareham Shopping Centre for a reduction in parking charges to coincide with the Centre's Thursday Late Night Shopping until 7pm.

31. The timing of the Decision by the Executive to approve the changes, which it was considered should lead to enhancement of the vitality and viability of the Town Centre, enabled the new arrangements to be implemented in the three car parks in time for last year's pre-Christmas period.

ELECTRIC VEHICLE RAPID CHARGE POINTS

32. Two rapid charge points for electric vehicles were installed and commissioned in Civic Way North Car Park in November 2014. The facility is managed by Scottish and Southern Electric (SSE) on behalf of Hampshire County Council, and is one of a network of charge points that has been established in towns across Hampshire and South East England.
33. The Borough Council provides free parking to subscribers of the system in the designated bays for up to one hour whilst charging takes place. The cost for a 100-mile charge was expected to be in the range £5 to £7 depending upon vehicle charge capacity, with a typical charge dwell time of 30 minutes.
34. Data on usage of the charge points in Fareham is available for the 6 months from January to July 2015. Over this period there has been an average of 8 visits per month, with an average charge of 10 kWh and cost of £8. There is high variability in the individual monthly figures with no apparent seasonal pattern evident at this early stage.
35. For the network as a whole, the Fareham charge points were the third most popular in terms of usage over the 6-month period, with Ringwood proving to be the most popular.
36. Following a review of the system by SSE the pricing system changed from time-based to usage-based on 5 August, which is expected to result in cost savings for drivers. Under the new regime there is a connection fee of £1.80 and unit cost of £0.30 per kWh (inclusive of VAT). Thus a 10kWh charge would cost a total of £4.80 (£1.80 to start the charge and 10 kWh at £0.30).

RISK ASSESSMENT

37. There are no significant risk considerations in relation to this report.

CONCLUSION

38. The trend in total annual parking income from Fareham Town Centre car parks remains relatively stable, with a small increase in 2014/15 compared with the previous financial year. The seasonal pattern indicates a consistent monthly income in the range £150,000 to £200,000, with the exception of December when usage increases during the run-up to Christmas.
39. Market Quay is the most-used Pay on Foot car park with a daily average throughput of 1,536 vehicles, an increase of 4% on the previous year. Overall there has been a 2% increase year-on-year on usage of the 3 Town Centre Pay on Foot car parks.
40. Ferneham Hall has experienced the highest number of average daily transactions (270 tickets sold) of 3 Inner Pay and Display car parks, with an overall increase of 1% in tickets sold in these car parks compared with 2013/14.

41. Trinity Street has the highest number of average daily transactions of the 7 Outer Pay and Display car parks (186 tickets sold). This represents a marginal increase in usage from the previous financial year although across all car parks with this designation there has been an equivalent increase of 4.5% in average daily transactions.
42. The value of car park season tickets sold has increased by 25% in 2014/15 compared with the previous financial year, while payments by card account for 10% of all payments made.
43. The sale of The Gillies Car Park is progressing and should planning permission be granted for a change of use then this will complete all actions in the Implementation Plan set out in the Town Centre Parking Strategy 2012-17.
44. The Development Sites and Policies Plan, which was adopted by the Council in June 2015, sets out a future development strategy for Fareham Town Centre. The strategy identifies a number of 'opportunity sites' that can help to deliver a strengthening of the quality, vitality and viability of the Town Centre in the future. A further review of the Town Centre Parking Strategy 2012-2017 and the data accompanying this will be important components, in progressing the implementation of the future development strategy for Fareham Town Centre. It is therefore proposed that the Executive's attention is drawn to the need to undertake a review of the Fareham Town Centre Parking Strategy accordingly.

Appendices:

Appendix A: Town Centre Car Park Designations (post April 2013)

Reference Papers:

None

Enquiries:

For further information on this report please contact Robert Burton. (Ext 2373)

APPENDIX A – TOWN CENTRE CAR PARK DESIGNATIONS (post April 2013)

