

Parking Service Review
Alternative Charging Scenarios
07 September 2020

Introduction

The Policy and Resources Scrutiny Panel held on 24 August 2020 recommended that the Executive consider an alternative charging schedule to that detailed within the Executive report dated 07 September 2020. These options are presented below with details of the projected financial impact for the Council:

Charging Options

Table 1 contains details of the income projections for the charging schedule proposed within the Executive report alongside those proposed by the Scrutiny Panel and a number of potential variations for consideration.

A range of charging periods are adopted by other Council's throughout the country who charge in coastal car parks. Two additional charging period options have therefore been included within the table for consideration.

Table 1: Alternative Charging Options		
Charging Option	Annual Income Potential	Income comparison to recommended option
Recommended Option: Charge from 10am – 6pm <ul style="list-style-type: none"> • £3 for 4 hours • £6 for up to 8 hours 	£900,000	N/A
Scrutiny Panel Recommendation: Charge from 10am – 6pm <ul style="list-style-type: none"> • £1 for 1 hour • £2 for 2 hours • £3 for up to 4 hours • £6 for up to 8 hours 	£583,000	- £317,000

Variation 1: Charge from 10am – 6pm £1 for 1 hour £3 for up to 4 hours £6 up to 8 hours	£741,000	- £159,000
Variation 1a Variation 1 but ... Charge from 10am - 8pm	£801,000	- £99,000
Variation 1b Variation 1 but... Charge from 8am - 8pm	£870,000	- £30,000

The above figures have been calculated using data compiled as part of a public consultation exercise in 2019 regarding car park usage throughout the Borough.

There is a significant drop in income in the Scrutiny Panel recommendation and Variation 1 when compared to the original proposal because a considerable number of people parking within the Borough car parks stay for up to an hour, with up to 2 hours being the second most popular length of stay. Charging less for these stays will therefore result in less income being received from parking charges.

Some spaces remain empty for several hours in some car parks, so it cannot be assumed that every space is filled for every hour of the day in every car park up to 6pm. The figures above take account of current usage in each calculation.