

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 04 January 2021

Portfolio:	Health and Public Protection
Subject:	Concessionary and Season Ticket options for Coastal Car Parks
Report of:	Director of Leisure and Community
Corporate Priorities:	Strong, Safe, Inclusive and Healthy Communities. Dynamic, Prudent and Progressive Council.

Purpose:

This report presents an update on the work that has taken place since the meeting of the Executive on 07 September 2020 and provides options for season tickets and concessions within the 9 individual coastal car parks within the Borough, equating to 598 parking spaces.

Executive summary:

At the meeting of the Executive on 07 September, the introduction of a charge of £1 per hour up to 6 hours parking in the Council's 9 coastal car parks between 10am and 6pm was agreed.

In addition, a request was made that season ticket and concessionary arrangement options for individual coastal car parks be presented at a future meeting of the Executive, to include an option (in principle) for an £80 season ticket.

These options have been explored by officers, with detailed proposals outlined within the report.

Recommendation/Recommended Option:

It is recommended that the Executive agrees that:

- (a) season tickets be valid for use in any coastal car park;
- (b) no limit is placed on the number of season tickets made available to the public;
- (c) season tickets sold to the public, including beach hut owners, will not be transferable between cars; and

(d) only recognised coastal organisations such as the Sailing Clubs, Titchfield Haven, the Wheelhouse and St Mary's Church will be able to purchase transferable season tickets.

Reason:

To ensure that beach hut owners, organisations and residents of the Borough that make regular use of the coastal car parks have a choice of parking options, whilst ensuring that parking management and turnover of spaces is not unduly impacted.

Cost of proposals:

The introduction of season tickets would have an overall negative impact on the projected income for parking charges.

Appendices: None

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Executive Briefing Paper

Date:	04 January 2021
Subject:	Concessionary and Season Ticket options for Coastal Car Parks
Briefing by:	Director of Leisure and Community
Portfolio:	Health and Public Protection

INTRODUCTION

1. At the meeting of the Executive on 07 September, the principle of the introduction of charges in the Council's 9 coastal car parks was agreed. This report presents an update on the work that has taken place since the meeting and makes proposals for season tickets and concessions within individual coastal car parks.

Background

2. Along with a number of improvements to town centre parking provision, the Executive approved the introduction of a charge of £1 per hour up to 6 hours for parking in the Council's 9 coastal car parks between the hours of 10am and 6pm.
3. In addition, a request was made for season ticket and concessionary arrangement options for individual car parks to be presented at a future meeting, to include an option (in principle) for an £80 season ticket.
4. The following paragraphs of the report outline the work that has taken place since September along with a range of season ticket and concessionary options for consideration.

Engagement with regular users

5. Following the approval of the Parking Review report, the Parking Enforcement Team contacted beach hut owners, sailing clubs, St Mary's Church in Portchester Castle and Hampshire County Council, which operates Titchfield Haven. Views were sought on the proposed season ticket options and any concessionary arrangements that respondents believed were appropriate for individual car parks.
6. In total, 41 responses were received. Although some beach hut owners said that they were willing to pay £80 or higher for a season ticket, the large majority requested free season tickets.

7. Titchfield Haven was concerned about the potential impact of charging on visitor numbers and their staff and volunteers. The Sailing Clubs were also concerned about the impact on their members and the core group of volunteers that regularly use the car parks. The same was true of both St Mary's Church and The Rotary Club which operates the Wheelhouse in Monks Hill car park.
8. Separate to the engagement work, a number of residents contacted the Council asking when the season tickets would be made available for purchase as they are regular users of the coastal car parks.

Potential impact of season tickets on income and parking management

9. It is important to note that whilst issuing season tickets would generate some income for the Council, it is likely to have a negative impact on the overall charging income received.
10. For example, there are projected to be around 331,650 individual visits to all of the coastal car parks during the year. Based on the analysis of how long people generally park for it is estimated that around £471,000 a year could be generated, following tax deductions from hourly parking charges.
11. So, for example, 300 season ticket holders, each visiting just over 2 times per week throughout the year would equate to 10% of the overall visits to coastal car parks. If this were to happen, then charging income would likely reduce by a minimum of £47,120, following tax deductions per annum. However, the negative financial impact on hourly charging income would likely be greater in practice as season ticket holders will probably park for longer than the average user. Whilst challenging to predict with complete certainty, the negative impact on overall income could be approximately £59,200 per annum following tax deductions.
12. Another important consideration when designing a season ticket scheme is the potential impact it may have on turnover of vehicles and parking management. This is of particular importance in car parks with high occupancy levels. Looking at the coastal car parks, a number of them have over 90% occupancy levels at peak times, namely:
 - Hove to, Hill Head
 - Shore Road, Warsash
 - Swanwick Shore Road, Sarisbury
 - Passage Lane, Warsash
 - Portchester Castle Large
 - Portchester Castle Small
13. Both Passage Lane and Shore Road car parks service local shops and there is a concern that selling too many season tickets may have a negative impact on turnover of spaces for shop customers. This could result in visitors not being able to find a parking spot and potentially not visiting the shops. Smaller car parks such as Hove To could also be negatively affected, impacting on peoples' access to the beach huts and sailing club.
14. Gosport Borough Council do not limit season tickets sales. They have a season ticket to coastal parking space ratio of about 50% and report that parking management works well at this level. Havant does not restrict sales on Hayling Island either and has a much higher season ticket to parking space ration of around 88%. Again, they did not report any problems with the availability of spaces, although it must be noted that they generally have higher capacity car parks.

15. Whilst difficult to accurately predict, it is anticipated that the level of demand for season tickets in Fareham would be closer to Gosport than Havant. Taking this into account, it is proposed that season ticket sales are not limited in number. This would be reviewed after 12 months to ensure there is no significant impact on turnover of cars at each car park.
16. In order to help maintain income from hourly parking charges and parking spaces for visitors, it is proposed that season tickets on sale to the public, including beach hut owners, are not transferable between different cars. However, it is proposed that each season ticket will be valid in any of the Council's coastal car parks.

Supporting coastal organisations

17. The Council recognises the important role within the community of organisations that use the coastal car parks. It is therefore proposed that the Sailing Clubs, Titchfield Haven, St Mary's Church and Rotary Club Wheelhouse all be allowed to purchase up to 10 tickets per organisation, that can be transferred amongst different cars.
18. This approach would likely have a greater impact on hourly charging income when compared to offering non-transferable tickets. It would also make enforcement more complicated. However, it would provide organisations with more flexibility as more volunteers would be able to make use of the permits.

19. Overall Financial Implications

20. As Table 1 shows, the proposed season ticket options could generate £19,200 after tax. However, the potential negative impact on hourly charging income is projected to be around £59,200 after tax.

Table 2: Season Ticket impact on coastal parking income – Based on 300 ticket sales	
Approved hourly charging pricing	
£1 per hour up to 6 hours - approved 7 September Executive	£471,000
Season Ticket Income	+£19,200
Projected reduction in hourly charging income	-£59,200
Total income	£431,000

21. If the proposals are approved coastal charging income would reduce by £40,000 from a projected £471,000 to £431,000 after tax deductions.

Portchester Castle Update

22. Discussions are ongoing with English Heritage regarding the introduction of parking charges, as well as potential season ticket and concessionary options at the two car parks at Portchester Castle. A future report seeking approval for an appropriate agreement will be presented to the Executive in early 2021.

Next Steps

23. The beach hut owners and regular user groups will be contacted regarding the

approved season ticket options. A Traffic Regulation Order (TRO) for the coastal car parks will be consulted upon, in the new year, taking into account the agreed arrangements. It is anticipated that the new charging regime will be in place for summer 2021.

Conclusion

24. A number of season ticket options have been presented for consideration and approval that aim to ensure the effective management of parking spaces, whilst supporting the needs of beach hut owners and organisations that regularly use the coastal car parks when charging is introduced in 2021.

Enquiries:

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