

Appendix B – Detailed Parking Review Results

Fareham Borough Council Parking Review

August 2022

1. Parking Review Aims and Methodology

Introduction

- A 12-month review of the effectiveness and impact of the changes to parking provision, such as the introduction of coastal charging, was approved as part of the September 2020 Parking Service Review.
- This document outlines in detail the findings of the Council's review into parking service provision, undertaken May-July 2022, updating the September 2020 review.

Why conduct a review?

- The 7 September 2020 Executive was presented with a detailed Parking Service review report and approved:
 - New pay-on-foot machines were installed at Osborn Road MSCP, Fareham Shoppers MSCP and Market Quay car parks (complete June 2021).
 - A pay-by-app option was introduced for all pay and display car parks (complete July 2021)
 - Charging, to a maximum of £6 per day, was introduced to all coastal car parks in the Borough during the hours 10am-6pm (complete August 2021)
 - New solar powered pay-and-display machines were installed at the coastal car parks (complete August 2021)
 - The introduction of an annual £80 season ticket for coastal car parks (complete August 2021)
 - Work was undertaken to investigate the provision of cycle racks at coastal car parks
 - A commitment was made that charging will not be implemented in any car parks other than Fareham Town Centre or coastal car parks across the Borough within the next five years
- The 2020 Parking Review also looked at the following areas but did not progress them at the time. These form part of the current work:
 - Introduction of Evening Charging in some of all car parks.
 - Review of car park tariffs in all car parks.
 - Review of the current season ticket offer.
 - Consider the introduction of charging for Blue Badge holders.
- Upgrades to Meon Shore car park were not agreed at the September meeting. However, the work to introduce marked bays in the car park was subsequently agreed in May 2022 will begin after the current school holiday period.

What were the aims of the 2022 parking review?

- Review the impact of the changes approved under the 2020 parking review, including the introduction of charging in coastal car parks, season tickets and the pay-by-app service.
- Revisit options considered as part of the earlier review, but not progressed, and make recommendations.

What was the methodology?

The parking review was conducted between May and July 2022, using the following methodologies:

- Research of comparator Councils in Hampshire
- Engagement sessions with the Parking Manager and staff involved in the previous review
- Evening Market Quay and coastal car park usage counts (June 2022)
- Market Quay, Osborn Road and Fareham Shopper usage counts (May 2022)

2. What does parking in Fareham look like?

Car Parks

- FBC has 43 off-street Council-controlled car parks, providing approximately 4,178 spaces across the Borough.
- Parking charges apply in 14 town centre car parks and 9 coastal car parks.
- Of the town centre car parks, 1 is a premium car park (Market Quay) 6 are inner and 7 are outer car parks.

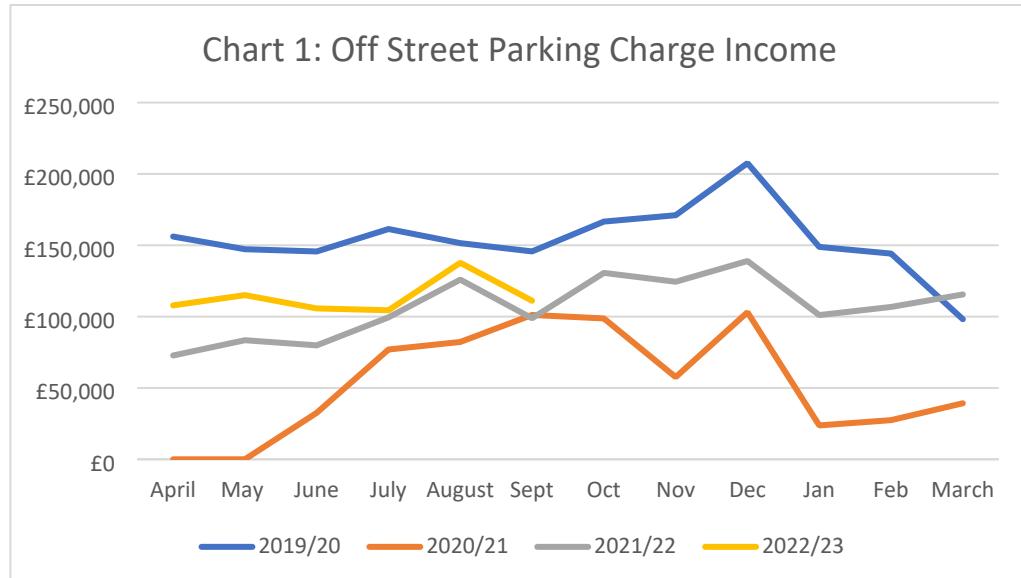
Ticket types and permits

- Season tickets for parking in the outer car parks are available.
- Council employees based at the Civic Offices park in either Osborn Road MSCP or Lysses.
- Organisations leasing space at the Civic Centre have individual agreements for the provision of parking permits for their employees.
- Citizens Advice employees and volunteers can park for free. No formal permits have been issued, but this covers around 5 people a day.
- Residents who hold a blue badge can register for free parking in Market Quay, Osborn Road MSCP and Fareham Shoppers MSCP.
- Pay and display car parks are free to all blue badge holders parked in a designated disabled parking bay.
- Shopmobility are currently based at Osborn Road MSCP, operating reduced opening hours (Monday, Tuesday, Thursday, and Saturday 10am-4pm).
- Approximately 100 people a month benefit from free parking when hiring a mobility scooter through Shopmobility.

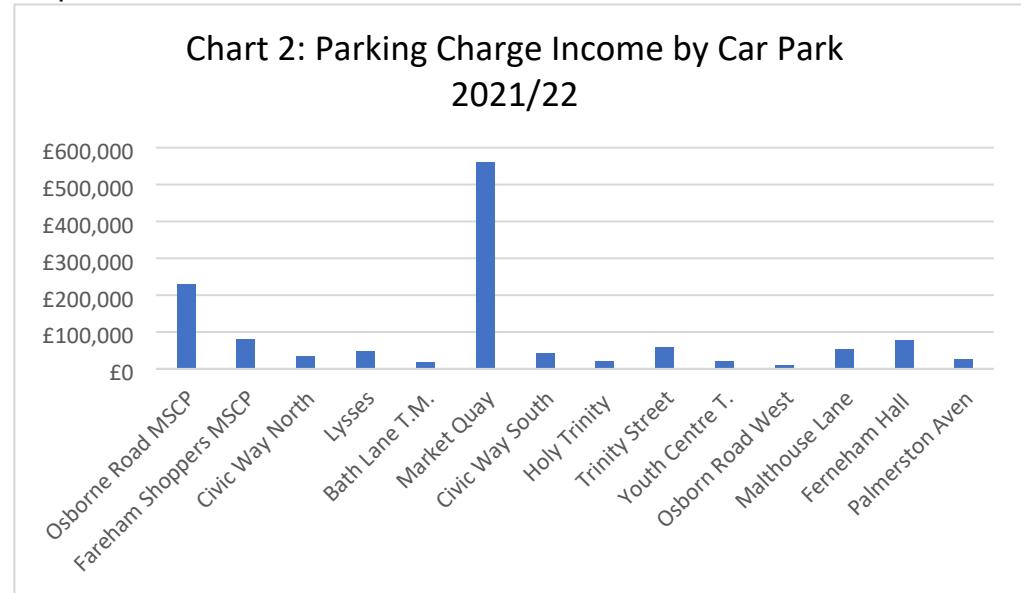
Parking usage and charging income

- Income from off-street car parking was in decline prior to COVID-19, dropping by nearly a quarter from approximately £2.5m in 2011/12 to £1.9m in 2018/19.
- The last full year of pre-COVID-19 income (2019/20) saw a further drop in income to £1.8m, which this report uses as a baseline.
- Income dropped to a third - £643,736 - of its pre-COVID-19 level in 2020/21, with car parks closing entirely from the end of March 2020 to the end of June 2020.
- In 2021/22, with fewer restrictions in place, income doubled to £1.3m but remained £0.5m below the pre-COVID-19 level.

- Chart 1 shows the trends of income for throughout the COVID-19 period.
- Month-on-month income for the first quarter of the current year shows an average increase of around 25% but still falls below pre-COVID 2019/20 income.



- Chart 2 shows parking charge income by car park across all FBC managed off-road car parks.



- Market Quay provides the highest income. It is consistently the busiest and charges a premium rate. In 2021/22 it generated 43% of the total income for the year (pre-COVID this was 35% to the total income).
- Osborn Road MSCP provides the greatest income from other inner car parks. In 2021/22 it generated 18% of the total income for the year (pre-COVID this was 23% of the total income).
- This indicates that visitors to Fareham town centre are willing to pay a premium rate for the convenience of being able to park directly by the precinct, with associated shops, restaurants, and cinema.

COVID-19 – Impact and Recovery

- The current review has been undertaken in the context of the ongoing recovery from the pandemic, and the impact it had and continues to have on the Borough and car park usage.
- National and local lockdowns during the COVID-19 pandemic led to a reduction in overall footfall within the town.
- Public confidence in returning to pre-COVID-19 activity following the pandemic has been exasperated by changing shopping habits, with an increased reliance on online shopping.
- FBC continues to support businesses with post-COVID-19 recovery and is moving forward with its town centre masterplan.
- The project to remodel Fareham Live has now restarted following its pause during the COVID period. The work is due for completion in 2024 and will likely increase the demand for evening parking in the Civic Quarter.
- Detailed work on the town centre masterplan is also progressing.
- The COVID-19 pandemic saw an increased demand on our outdoor spaces, with residents and visitors relying on these for exercise and meeting up during the various lockdown restrictions.

Osborn Road MSCP

- A report was taken to the Executive in May 2022 setting out revised proposals for the modernisation of Osborn Road MSCP.
- With town centre car parks slow to recover after the pandemic, Osborn Road MSCP was shown to be operating at an average 20% capacity in May 2022.
- Occupancy levels in Market Quay car park were shown to be much higher at 61%, re-emphasising the importance that many customers place on convenience.
- A proposal to replace the current Osborn Road MSCP with a 120-space surface car park was shown to support the short to medium term parking requirements of the town centre and Fareham Live.
- Shopmobility currently operate out of Osborn Road MSCP. Opportunities for their continued provision at another site are being explored ahead of works beginning.
- The Council's parking control room will move to the Civic Offices without impacting on service provision or officer welfare.
- Fleet vehicles currently kept at Osborn Road MSCP (including the Mayor's car) will be moved to an alternate location.
- The work on Osborn Road MSCP is planned to align with the Fareham Live project and will be complete in early 2024.

3. Parking Tariffs – Town Centre

What is parking like in Fareham now?

- Fareham charges from 8am to 6pm Monday to Saturday and from 10.30am to 4pm on Sundays and Bank Holidays in all the inner town centre car parks.
- The premium car park in Fareham - Market Quay - currently charges £1.50 p/hour.
- All other inner car parks in Fareham town centre charge £1 p/hour.
- In the last full year (2021/22) Market Quay generated £561,074 income, the remaining inner car parks combined generated £487,386 income.
- This is in part reflective of the higher hourly charge, but also due to the popularity of the car park with visitors.
- Tariffs for our car parks were set in 2010 and have not increased since.

How do we compare with other Councils?

- Market Quay charges are higher than comparator councils for the first four hours and remain above the Hampshire average for the rest of the day.
- Tariffs for all other inner car parks are aligned to the highest tariffs of comparator councils for the first four hours (excepting the first hour) and then fall below the Hampshire average until 8hrs parking time has been reached.
- Table 1 shows how FBC Market Quay and Inner Car Parks compare with comparator Hampshire Council's.

Table 1: Comparator Hampshire Council Car Park Tariffs

		1hr	2hr	3hr	4hr	5hr
Hampshire Average	Mon-Friday	£1.12	£1.94	£2.95	£3.93	£6.12
	Saturday	£1.16	£2.00	£3.00	£3.98	£5.49
	Sunday	£0.85	£1.69	£2.38	£3.08	£4.60
Hampshire Highest	Mon-Sat	£1.60	£2.70	£4.40	£5.80	£15.0
	Sunday	£2.00	£2.70	£3.60	£4.60	£8.20
Hampshire Lowest	Mon-Sat	£1.00	£1.00	£2.00	£3.00	£4.00
	Sunday	£-	£-	£-	£-	£-
Fareham – Market Quay	Mon-Sat 8am-6pm	£1.50	£3.00	£4.50	£6.00	£7.50
	Sunday 10am-4pm	£1.50	£3.00	£4.50	£6.00	£7.50
Fareham – Inner Car Parks	Mon-Sat 8am-6pm	£1.00	£2.00	£3.00	£4.00	£5.00
	Sunday 10am-4pm	£1.00	£2.00	£3.00	£4.00	£5.00

Options explored

- Whilst not the highest tariff in Hampshire, Market Quay is above average for the first 4 hours.
- We could look to increase tariffs in our inner car parks to close the gap between the inner and premium tariffs charged in Fareham town centre car parks.

Option 1: Increase Inner Car Park Tariff by 10% an hour

1hr	2hr	3hr	4hr	5hr	6hr	7hr	8hr
£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.70	£8.80

- Based on the 2021/22 usage data, an increase of 10% would generate additional income of up to £48,739 per year.
- The early data available for 2022/23 shows that usage in the inner car parks has increased around 40% since 2021/22, so this figure is conservative.
- This charge would take us slightly above the Hampshire average for the first 4 hours of charging, but we would remain below the highest Hampshire tariffs.

Option 2: Increase Inner Car Park Tariff by 20% an hour

1hr	2hr	3hr	4hr	5hr	6hr	7hr	8hr
£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£9.60

- Based on the 2021/22 usage data, an increase of 20% would generate additional income of £97,477 per year.
- The early data available for 2022/23 shows that usage in the inner car parks has increased around 40% since 2021/22, so this figure is conservative.
- This charge would take us slightly above the Hampshire average for the first 4 hours of charging and would be among the highest tariffs in Hampshire for stays over 3hours.

Option 3: Increase Inner Car Park Tariffs by 10p per hour

1hr	2hr	3hr	4hr	5hr	6hr	7hr	8hr
£1.10	£2.10	£3.10	£4.10	£5.10	£6.10	£7.10	£8.10

- The data to model the impact of this increase is currently being extrapolated.

Option 4: Maintain current tariffs in all car parks

- Fareham inner car park tariffs are currently broadly in line with the average for Hampshire, whilst Market Quay is above average.
- Footfall in the town centre has been in decline over the past ten years, with the last count in June 2021 showing some recovery following the impact COVID-19, but footfall remains at 80% of pre-COVID levels.
- Retaining current tariffs in all car parks will help to continue to encourage visitors to return to the town centre, supporting the economy of the Borough, whilst still generating income.

Recommended approach

Option 4: Maintain current tariffs in all car parks

- Potentially review at a point when the town centre has had more time to recover from the impact of COVID-19 and the relationship between parking provision and the future town centre masterplan is understood.

4. Evening charging

Evening charging

- Off road car parks in Fareham town centre are currently free after 6pm.
- Osborn Road MSCP and Fareham Shoppers MSCP are closed overnight.
- Market Quay car park remains busy in the evenings, being the most accessible for the Cinema and restaurants in the town centre.
- The Fareham Live project, which had been on hold due to COVID, has now restarted due for completion late 2023 and launch in spring 2024. This is likely to bring a significant rise in the number of evening visitors to the town centre.

How do we compare to other councils?

- The previous parking review identified that most comparator councils in 2019 charged for evening parking in some of their car parks.
- During the COVID pandemic, many Councils suspended some or all car park charges to encourage visitors and support the local economy.
- Some Councils have opted to continue with free evening parking in some or all of their car parks. This includes Southampton and Eastleigh.
- Hampshire Council's who do charge are:
 - Basingstoke & Deane charge £2.30 per visit between 7pm and 8am
 - Portsmouth City Council tariff charges apply 24 hours, seven days a week in some city centre car parks

Options explored

- Based on evidence from the comparator councils, introducing a modest evening charge for one car park in the town centre, with the option of free parking remaining in the majority of car parks, would be appropriate.
- Market Quay's proximity to the cinema and restaurants means that it continues to be busy in the evening period.
- Barrier data from December 2021 – June 2022 shows that the number of cars leaving Market Quay car park between 6pm and 10pm averages 200 per evening.
- A single charge of £1.50 for evening parking (6pm onwards) Monday to Saturday, would fairly reflect the offer of the town and compares well to other centres that charge for evening parking.
- An alternative would be to consider extending the chargeable hours in some or all of our car parks. This may have an impact on the enforcement team and their current rota / shift patterns, as well as their capacity.

Option 1: £1.50 evening charging at Market Quay

- Market Quay is the busiest car park in the evenings and would be the most appropriate car park to start charging in.
- This may have an impact on the night-time economy, but visitors would have a choice of other inner car parks if they did not want to pay the fee.
- Based on current usage and introducing the fee Monday-Sunday outside of current charging periods, this proposal could generate the Council up to £109,200 per year.

Option 2: Extend charging period in Market Quay to 8am-8pm Monday-Saturday

- Increase the current charging period by two hours Monday-Saturday, based on the current tariff of £1.50 p/hour.
- Based on the car park usage survey undertaken in June 2019, there were an average 143 car park users at 7pm and an average 150 car park users at 8pm.
- This could generate an additional income up to £137,124 per year.

Option 3: Extend charging period in Market Quay 8am-8pm Monday-Saturday and introduce a flat fee of £1.50 for 8pm-8am (4pm-8am on Sundays)

- Increase the current charging period by two hours Monday-Saturday, based on the current tariff of £1.50 p/hour.
- Introduce a flat rate fee of £1.50 for parking outside of chargeable hours.
- This could generate an additional income of up to £219,000 per year.

Option 4: Review evening charges in line with the opening of Fareham Live

- The project to remodel Fareham Live has now restarted, following a pause due to COVID-19, which will impact on evening car park usage across the town centre.
- Evening charging across the town centre could be reviewed as part of the project.
- Work to remodel the Osborn Road MSCP to a 150-space surface car park will be completed during the same timeframe.

Recommended approach

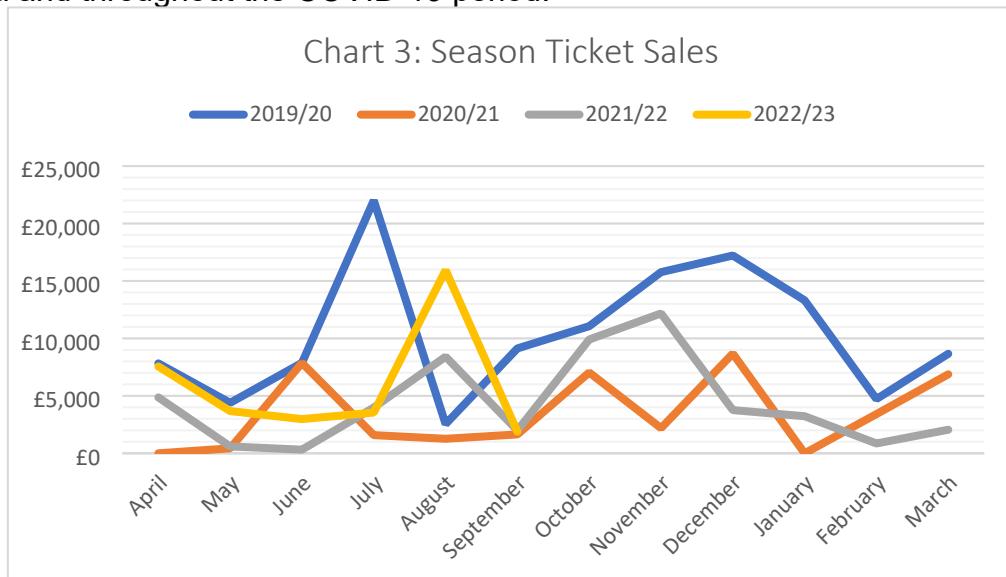
Option 4: Review evening charges in line with the opening of Fareham Live

- Review evening charging across the town centre in line with the opening of Fareham Live.
- This will support recovery of the town centre night-time economy post COVID-19.
- Review the introduction of evening charges alongside a further review of inner car park tariffs.

5. Town Centre Season Tickets

What is parking like in Fareham now?

- Season Tickets are available to park in any of the 7 outer car parks. The tariff in these car parks is 70p p/hour, up to a maximum of £3.50 for 5 hours and over.
- To support flexible and part time working, season tickets can be purchased for all day, or 5 hourly and 1-4 days a week, or weekly – a total of 40 options.
- In 2021/22 season ticket sales generated £51,708. Month on month figures for 2022/23 show an increase as confidence in returning to the town centre returns after the uncertainty of the previous year.
- Chart 3 shows the season ticket sales for town centre parking against baseline data and throughout the COVID-19 period.



- A total of 91 season tickets were sold in 2021. These were split as follows:

	1 Day	2 Day	3 Day	4 Day	Weekly
Full Time	7	9	9	6	58
Part Time	0	1	0	0	1

- This is 72% of the total pre-COVID-19 sales, which stood at 126.
- The full-time season tickets for 2, 3 and 4 days were purchased by a single local employer on behalf of their employees, which provided them with a further 20% discount for buying more than 8 at a time.

How do we compare with other Councils?

- Comparator councils offer season tickets for their car parks on a weekly, monthly, quarterly, 6 monthly and annual basis.
- The average cost of an annual season ticket is £1,104 which is double the cost of a full-time annual season ticket in Fareham (£520).
- Table 2 shows the cost of a full-time annual season ticket across comparator Council's:

Table 2: Full-time annual season ticket costs:

Council	12 months	Resident discount?
Winchester	£2,760	No
Eastleigh	£1,480	No
Winchester	£1,343	No
Portsmouth	£1,176	No
Southampton	£1,100	£900
Rushmoor	£840	Yes
Test Valley	£680	No
Winchester (P&R)	£644	No
Fareham	£520	No
Gosport	£490	£85

Options Explored

- Fareham currently charges well below average for an annual full time season ticket compared to other Hampshire councils.
- So far, 2022/23 is showing a marked increase on 2021/22 income but remains below pre-COVID-19 levels.
- Season tickets are only valid in outer town centre car parks, which are currently underutilised. We want to continue to encourage their use by staff working in the town centre.
- Fareham season tickets are currently offered as a range of options to support changes to parking behaviour, including increased hybrid working patterns.

Option 1: Review the costs of the FBC season ticket options

- The FBC season ticket is well below the Hampshire average.
- Tariffs in the outer car parks, where season tickets are valid, are capped at £3.50 per day and are therefore well below most Hampshire tariffs.
- Increasing the annual season ticket by £50 to £570 per year would generate up to £4,550 per year based on 2021 use. We would remain the well below the regional average of £1,104 per year.
- Anybody parking more than 4 hours p/day, 3 days p/week (based on 48 weeks per year) would pay £504 per year, an annual FBC season ticket is £520 per year.
- Car parks are currently under-utilised.
- We would like to encourage employers into the town centre. Staff working in the town centre are more likely to use a season ticket than shoppers and visitors.

Option 2: Leave season ticket costs and management as they are

- We would like to encourage employers into the town centre. Staff working in the town centre are more likely to use a season ticket than shoppers and visitors.
- An increase in season ticket costs may place an additional burden on town centre businesses and workers.
- Car parks are currently under-utilised, any increase in costs may have a further impact on this.

Recommended approach

Option 2: Leave season ticket costs and management as they are

- Given the current work to encourage town centre regeneration it is considered that the current season ticket offer should remain in place at this time.
- To be reviewed at a future point, potentially alongside a review of inner car park tariffs and the introduction of evening charges following the completion of the Fareham Live project.

6. Charging in Coastal Car Parks

What is coastal parking like in Fareham now?

Introduction of coastal charging:

- The introduction of charging (including the season ticket offer) in nine coastal car parks was agreed by the Parking Service Review in September 2020.
- Charges in the nine coastal car parks didn't come into effect until August 2021. This was a result of supply chain issues for the solar powered pay and display machines.
- Using solar powered machines has helped avoid emissions equivalent to around 41 tonnes of carbon from energy generation per year.
- A coastal season ticket is charged at £80 per year, with no concession for residents. They are not transferable between cars.
- In January 2021, the Executive agreed that Sailing Clubs, Titchfield Haven, the Wheelhouse and St Mary's Church could buy up to 10 transferable tickets each to ensure flexibility for their members.
- Parking at Portchester Castle car parks was introduced in March 2022.

Management of coastal season tickets:

- Season tickets went on sale on 26 July 2021 to ensure they were available for 1 August 2021.
- Applications for coastal season tickets are made through 'My Account' on the Fareham Borough Council website. Tickets do not auto-renew, but a reminder is sent to the season ticket holder.
- If the applicant does not have 'My Account' set up, season tickets can be applied for in person at the Civic Offices or by phone. A reminder letter will be sent to season ticket holders without 'My Account' from Parking Services, which will also encourage them to sign-up to 'My Account'.
- Permits are created and sent by Parking Services within 7 days.

Take up of coastal season tickets:

- There was no limit set on the number of coastal season tickets offered by FBC, but initial modelling for coastal season ticket sales was based on 300 season tickets per year being sold.
- Between 26 July 2021 and the end of July 2022, 1,217 coastal season tickets have been sold - 628 were sold in the month the scheme launched, and an average of 54 per month thereafter.
- This is significantly higher than initially anticipated, accounting for 19% of total income from coastal car parks and exceeding the initial projected income of £19,200 per year.
- 75% of coastal season tickets have been renewed in August and September 2022.

Income from coastal charging:

- Total net income from coastal parking – including season tickets and pay-and-display – for the first full year of charging was £438,040. The annual budget for coastal income is set at £450,000.
- The two Portchester car parks only began charging in March 2022, so we have not yet seen a full year's income from these car parks. However, modelling the income across the full year gives an indicative total first year net income of £487,525.
- Season ticket sales accounted for 19% of income for the first full year (August 2021 – July 2022) of coastal parking, at £81,133.
- A parking survey undertaken in April 2022 demonstrated that, except for Meon Shore, this is reflected in car park usage:
 - Friday 15 April 2022
 - Passage Lane 97 vehicles -17 permits (18%)
 - Meon Shore 83 vehicles -7 permits (8%)
 - Monks Hill 63 vehicles -15 permits (24%)
 - Salterns Lane 68 vehicles – 14 permits (21%)
 - Monday 18 April 2022
 - Passage Lane 86 vehicles - 18 permits (21%)
 - Salterns Lane 60 vehicles – 12 permits (20%)

How does our £80 Coastal Season Ticket cost compare with other Councils?

- The average cost for coastal car park season tickets on the south coast (excluding Portsmouth, which is an outlier) is £228.88 per year.
- As Table 3 below shows, Fareham is least the least expensive season ticket amongst comparator councils, and well below the average charge.

Table 3: Coastal season ticket costs:

Council	12 months	Resident discount?
Portsmouth	£1,176.00	No
Christchurch	£499.00	£305.00
Poole	£347.00	£116.00
Dorset	£260.00	No
Chichester	£240.00	No
Havant	£180.00	No
New Forest	£140.00	No
Gosport	£85.00	No
Fareham	£80.00	No

Options Explored - Coastal Season Tickets

- Based on the charging level evidence from comparator car parks and higher than expected take up in the first year, there is scope to increase Fareham's coastal season ticket charge.
- Coastal charging, including season tickets, launched in the summer of 2021 during a period where COVID-19 was continuing to restrict social activity.
- There is no certainty that people will continue to visit the coast in the same numbers, particularly during winter months, now that alternate leisure opportunities have opened up.
- During August and September 2022, around 75% of coastal season tickets have been renewed. There is a likelihood that customers may delay renewing season tickets until the spring when they are likely to get the most use from them.
- Projected figures assume that 75% of current season tickets are renewed which reflects current limited data available, although this number is likely to be a conservative reflection across the full year.
- The number of season tickets will have an impact on income from pay and display machines in car parks. For this reason, some Council's restrict the number of season tickets available to purchase.

Option 1: Increase season ticket by £70 to £150 per year

- This is £78.88 per year below the South Coast average of £228.88 per year.
- If 75% of existing season ticket holders renew, this would generate an additional £63,893 per year.

Option 2: Increase season ticket by £45 to £125 per year

- This is £103.88 per year below the South Coast average of £228.88 per year.
- If 75% of existing season ticket holders renew, this would generate an additional £41,074 per year.

Recommended approach

Option 2: Increase season ticket by £45 to £125 per year

- This is £103.88 per year below the South Coast average of £228.88 per year.
- If 75% of existing season ticket holders renew, this would generate an additional £41,074 per year.

Options Explored - Coastal Charging Levels

- Coastal pay-and-display charges in Fareham are £1 per hour, capped at £6 per day (this provides 2 hours free parking for visitors who park all day). Table 4 demonstrates that this level of charging is below the Hampshire average of comparator Council south coast charging.

Table 4: Coastal car park charges on the South Coast

	1hr	2hr	3hr	4hr	5hr	6hr	7hr	8hr
Hampshire Average	£1.43	£2.30	£3.45	£4.43	£6.30	£6.96	£7.29	£7.70
Fareham	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£6.00	£6.00

- Charges apply in all coastal car parks 10:00-18:00, seven days a week. The decision to start charging later than our other car parks was taken after feedback during consultation. It supports residents who access coastal spaces in the mornings for exercise and dog walking to continue to do so without charge.
- Comparator Council's on the south coast have extended charging periods in coastal car parks, with Dorset charging 24 hours, seven days a week.

Option 1: Review the hourly tariff for pay and display

- The hourly tariff for coastal car parks is currently aligned to inner town centre car parks at £1 per hour (capped at £6 per day).

Option 2: Extend the chargeable hours in coastal car parks 10:00-20:00

- Coastal car parks continue to be busy after 6pm with people accessing the space for BBQs and evening activities, dependent on the season.
- Aligns total number of chargeable hours (10 hours p/day) with other Fareham car parks but does not impact on residents accessing the space early in the morning for exercise and dog walking.

Option 3: Increase the daily capped charge to £8 per day

- Increasing the cap on charging will provide additional income whilst continuing to provide 2 hours free parking per day for visitors who park all day if the chargeable hours are extended under Option 2.

Option 4: Maintain existing chargeable hours in coastal car parks and remove the £6 daily charge cap

- Removing the daily cap on coastal car park charges without extending chargeable hours means that visitors to car parks will pay a maximum of £8 per day.

Recommended approach

Option 2 and 3: Extend the chargeable hours in coastal car parks 10:00-20:00 and increase the daily capped charge to £8 per day

- Aligns total number of chargeable hours (10 hours p/day) with other Fareham car parks but does not impact on residents accessing the space early in the morning for exercise and dog walking. Increasing the cap on charging will continue to provide 2 hours free parking per day for visitors who park all day.
- Evening car park usage varies across the year, with higher take up in the summer months. Modelling the take up of the extended hours is based on anecdotal evidence. A conservative assumption that 20% of total available coastal car parking spaces will be used by pay-and-display car park users for 100 evenings of the year would provide a potential additional income of £26,600 per year.

7. Pay-by-Phone parking

What did we do?

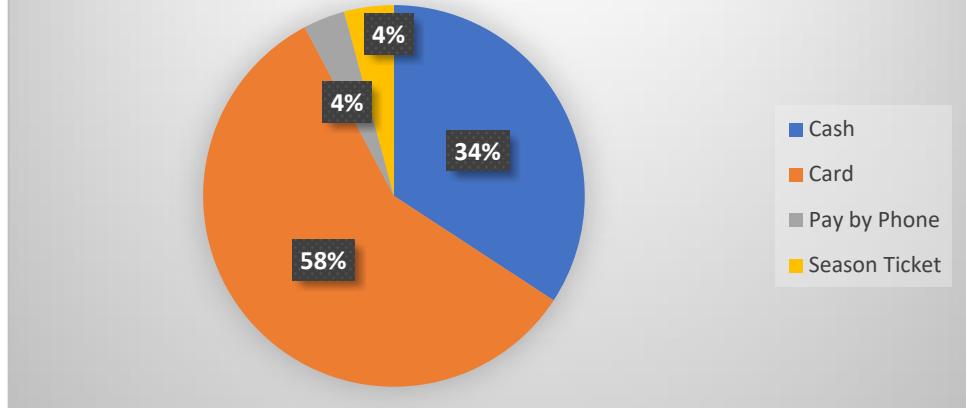
- In September 2020 the Executive approved the introduction of a pay-by-phone option for all pay and display car parks (including the coastal car parks).
- This reflected a trend to move away from the use of cash and offered an additional option for residents and visitors to pay, ensuring flexibility.
- The pay-by-phone option for Fareham Borough Council pay and display car parks came into effect in July 2021.
- Charging in coastal car parks began in August 2021 and offered pay-by-phone payment options from commencement.

What has the impact been on parking?

Fareham Town Pay-and-Display Car Parks:

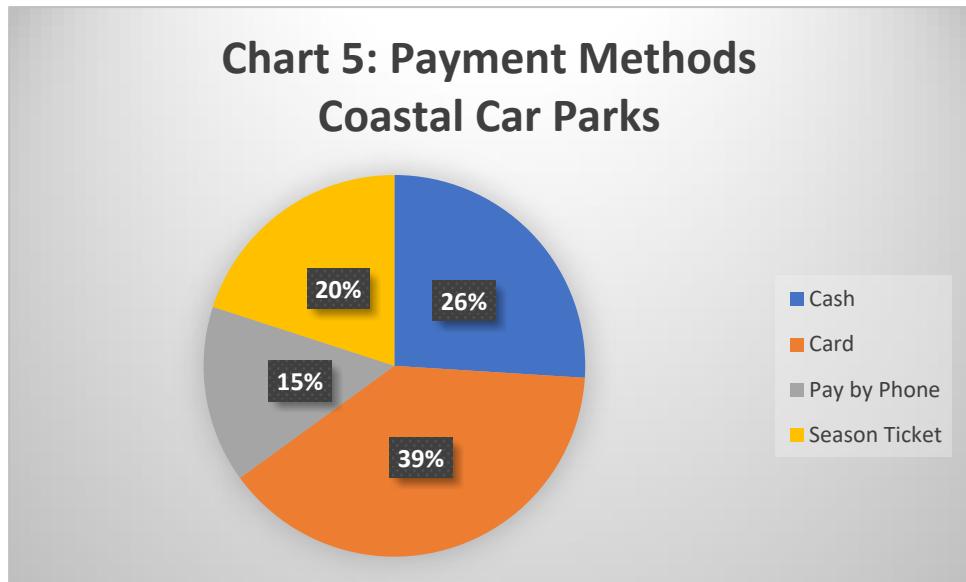
- Chart 4 shows that since the introduction of a pay-by-phone option in Fareham pay and display car parks, the uptake of this option has been relatively cautious in the town centre, with it accounting for only 4% of income from pay-and-display car parks July 2021 – July 2022 (inclusive).

Chart 4: Payment Methods - Town Centre Pay-and-Display Car Parks



Coastal Car Parks:

- Chart 5 shows that 15% of income in coastal car parks comes via pay-by-phone which is 11% higher than in the town centre (August 2021-Sept 2022 inclusive).



- This reflects the flexibility required by visitors to the coast who are primarily leisure visitors and dog walkers, rather than shoppers / workers in the town centre.
- As with town centre pay-and-display car parks, the preferred payment method for coastal car parks is card, but the take up of alternative options is more evenly split.

8. Blue Badge Charging

What is parking like in Fareham now?

- All disabled residents with a Blue Badge can apply for free parking in the Council's pay-on-foot car parks. Currently 1,561 residents are registered.
- Residents and visitors who have not registered as a Blue Badge holder pay the full tariff in pay-on-foot car parks – Market Quay, Osborn Road MSCP and Fareham Shoppers MSCP.
- All holders of a valid Blue Badge can park for free in marked disabled bays in the pay-and-display car parks.
- Shopmobility users currently get free parking in Osborn Road MSCP when they hire a mobility scooter, although they may not be a blue badge holder.
Shopmobility currently operates 4 days p/week, with around 100 user's p/month.
- There are currently 90 (14 of which are in Market Quay) disabled parking bays in Fareham town centre car parks.
- On street parking for Blue Badge holders remains free, within limits, and there is no suggestion that this will change.
- With a pedestrianised town centre, Fareham is an accessible and attractive destination for Blue Badge holders.

How do we compare with other Councils?

- Whilst car parks must provide a proportion of disabled parking bays, there is no obligation to provide free parking for Blue Badge holders.
- An increasing number of Councils are beginning to charge Blue Badge holders for parking in off-street car parks.
- The introduction of charging remains contentious, and the reporting of it is often picked up nationally.
 - Rushmoor Borough Council introduced Blue Badge charging in November 2014 but doubles the time of the tariff when the ticket is displayed alongside a valid Blue Badge. This approach is mirrored in Southampton.
 - Plymouth and Torbay councils offer Blue Badge holders the opportunity to purchase a disabled persons parking permit at a cost of £40 per year.
 - Darlington and Braintree charge Blue Badge holders the full tariff cost of parking, with no discounts, but they are in a minority to do so.

Options Explored

- Based on an increasing number of comparator councils introducing charging for Blue Badge holders, Fareham could consider introducing charging in its town centre car parks.
- There is a considerable risk of reputational damage to FBC if we do not continue to offer free Blue Badge Parking in at least some of our off-road car parks.
- Figures for income are based on 20% occupancy, which the May 2022 parking review indicated was the average occupancy across car parks (with the exception of Market Quay).

Option 1: Pay the usual car park tariff in all off-road town centre car parks

- This could generate up to £118,740 per year, based on the number of disabled parking bays available and assuming 20% occupancy during chargeable periods.
- There is considerable reputational risk to Fareham Borough Council with this option, we would be in a minority of councils who charge the full tariff to park.

Option 2: Provide an additional hour for each tariff hour paid for

- Aligns with most comparator councils that charge blue badge holders, and reasonably recognises the additional time Blue Badge holders may need to undertake activities.
- In pay and display car parks, this would rely on enforcement manually doubling the time allowed when a ticket is displayed alongside a valid blue badge.
- In pay on foot car parks we would need to check that the system can support this option.
- This approach would create more work for Enforcement Officers and increase the risk of challenges to Penalty Charge Notices.
- This could generate up to £59,360 per year, based on the number of disabled parking bays available and assuming 20% occupancy during chargeable periods.

Option 3: Pay for a subsidised annual season ticket - £40

- If all residents who are currently registered for Blue Badge parking in the pay on foot car parks bought an annual season ticket, this would generate £62,440 per year.
- The normal tariff is currently charged to residents and visitors who have not registered as a Blue Badge holder in pay-on-foot car parks.

Option 4: Continue with current Blue Badge offer across FBC car parks.

- Minimises reputational risk to FBC
- Continues to provide current income from pay-on-foot car parks if Blue Badge holders are not registered for free resident's blue badge parking in these car parks.

Recommended approach

Option 4: Continue with current Blue Badge offer across FBC car parks

- Continues to provide the same level of income but minimises reputational damage to Fareham Borough Council.

9. Portchester – Introduction of Barriers

What is parking like in Fareham now?

- A motion was raised at Full Council to consider the use of barriers at Portchester car parks to deter encampments. This has been referred to Health and Public Protection Scrutiny Panel to consider and report back.
- There are three car parks in Portchester which FBC have control over – Portchester Castle (small), Portchester Castle (large) and Portchester Precinct.
- Portchester Precinct car park has been impacted by encampments setting up on the site. It takes a minimum of 3 days to move encampments on, plus any additional time required to clean the site if necessary.
- Portchester Castle (small) has a height barrier in place to deter encampments.
- The site at Portchester Castle (large) has a road running alongside it which is managed by Hampshire County Council.

Options Explored

Option 1: Install opening barriers at the three entry / exit points to Portchester Precinct Long Stay Car Park.

- Fixed height barriers would not be appropriate as they would block access for delivery vehicles servicing the shops in the precinct. They would also block access to the commercial vehicle parking bays.
- Installing opening barriers at each entry / exit point would cost around £13,800.
- Portchester Precinct car park was recently refurbished. The car park layout was changed to include a number of long vehicle parking bays to support parking by commercial and goods vehicles, many of which park in unsociable hours
- Some local residents are thought to use the car park informally overnight to park their personal vehicles.
- Having barriers closed and opened at a set time would impact on their ability to use the car park for deliveries to the precinct shops who may deliver in the early hours.
- The Enforcement Team do not have the resources available to open and close barriers at times convenient for the operation of the precinct car park.



Option 2: Install barriers to Portchester Castle Car Park (Large)

- Portchester Castle Car Park is edged by a public highway – Waterside Lane – which is managed by Hampshire County Council.
- Positioning of barriers would be complex to avoid impacting on the public highway.
- The Car Park supports parking for both cars and coaches.
- Height barriers would block access to coaches wanting to use the car park.
- The site is used for parking by a large number of early morning dog walkers.
- As with Portchester Precinct, the Enforcement Team do not have the resources to open and close the barriers at convenient times.
- Installation of barriers would require changes to the car park layout, reducing the number of coach parking spaces. This will have an impact on the number of visitors to Portchester Castle, which is an English Heritage site.



Option 3: Enforcement Team to continue to monitor the car parks and respond to residents' concerns

- Stakeholders, including English Heritage and precinct shops who accept deliveries out of hours, would not be affected.

Recommended Approach

Option 3: Enforcement Team to continue to monitor the car parks and respond to residents' concerns

- Minimises disruption to stakeholders.