

FAREHAM BOROUGH COUNCIL

Report to the Executive for Decision 03 April 2023

Portfolio:	Health and Public Protection
Subject:	Extension of coastal car parking charges
Report of:	Director of Leisure and Community
Corporate Priorities:	Strong, Safe, Inclusive and Healthy Communities. Dynamic, Prudent and Progressive Council.

Purpose:

Following the recommendation to conduct a feasibility study into extending the coastal car parking cohort in Fareham, this report sets out the findings of the feasibility study and makes recommendations.

Executive summary:

A review of parking services was considered by the Executive on 6 December 2022. Revised hourly parking charges and an updated approach to season ticket provision were approved for the nine coastal car parks.

At the meeting, it was requested that the feasibility of extending the coastal cohort to include a further three car parks be considered.

The three car parks considered for inclusion in the coastal car park cohort are Wicor Recreation Ground, Seafield Park and Shearwater car park. Following completion of a full feasibility study (included at Appendix A), it is considered that only Wicor Recreation Ground is appropriate for reclassification.

The recommendations proposed within this report support the need to generate income to continue to provide maintenance and enforcement activity across all Council car parks.

Recommendation/Recommended Option:

It is recommended the Executive agrees that:

- a) Wicor Recreation Ground car park is reclassified as a coastal car park;
- b) three solar powered pay-and-display machines be purchased and installed, along with appropriate signage, to support enforcement; and

- c) AFC Portchester be offered the opportunity to purchase up to ten transferable season tickets for use by their staff, members and visitors.

Reason:

The reclassification of Wicor Recreation Ground car park as a coastal car park will provide additional income for the Council to continue to provide a good level of enforcement and car park provision across the Borough.

Cost of proposals:

The set-up costs for Wicor Recreation Ground include the purchase of three pay-and-display machines, at a total cost of £13,695 plus installation and signage (based on December 2022 prices).

The estimated payback period for these costs is 6 months, based on initial income modelling showing a potential annual income of £31,434.

Enforcement activity and maintenance of the car park would continue to be funded from the existing budget.

Appendices: **A: Detailed Report - Feasibility for Extending Coastal Car Park Cohort**

Background papers:

Reference papers: [Agenda for Executive on Tuesday, 6th December, 2022, 6.00 pm \(fareham.gov.uk\)](#)

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	03 April 2023
Subject:	Extension of coastal car parking charges
Briefing by:	Director of Leisure and Community
Portfolio:	Health and Public Protection

INTRODUCTION

1. This report sets out the results of a feasibility study into extending the coastal car park cohort in Fareham Borough. It considers whether to reclassify Wicor Recreation Ground, Seafield Park and Shearwater as coastal car parks and makes recommendations.

BACKGROUND

2. There are currently nine coastal car parks within the Borough. Charging was introduced in these car parks in August 2021 (March 2022 at Portchester Castle car parks) with revised charges being implemented in March 2023 following agreement at the Executive on 6 December 2022.
3. The same meeting agreed that a feasibility study be undertaken to consider extending the coastal car park cohort to include Wicor Recreation Ground, Seafield Park and Shearwater.
4. The feasibility study took place between November 2022 and March 2023. The key findings for each car park are presented below. The detailed report is included at Appendix A.
5. To support the feasibility study, an analysis of existing coastal car park usage and parking count surveys for the three proposed coastal car parks was undertaken. A review of lessons learnt from the introduction of charges at coastal car parks in August 2021 and March 2022 was considered and mitigating actions identified.
6. The three car parks considered for inclusion in the coastal car park cohort are all currently classified as leisure car parks and are less than five minutes' walk from the coast. Wicor Recreation Ground and Seafield Park offer football pitch hire, changing facilities and play areas.

WICOR RECREATION GROUND

7. *The largest car park, supporting a wide variety of users:* There are 109 parking bays at Wicor Recreation Ground. The car park is used by paddleboarders, walkers, skate park users, as well as visitors and members of AFC Portchester and other hirers of the available football pitches.
8. *AFC Portchester's lease includes use of the car park:* AFC Portchester currently lease one adult floodlit football pitch and social facilities.
9. *Football is the main reason for parking:* A parking count survey in November 2022 found that the car park was full when football activities were taking place but otherwise averaged only 15% occupancy. Income modelling has shown an estimated charging income of around £31,434 per year.
10. *Option to work with AFC Portchester to facilitate change:* In line with other coastal organisations who were impacted by the introduction of coastal charging, the Council could offer AFC Portchester the opportunity to purchase up to ten transferable season tickets for use by their staff, members, and visitors. This would impact on the total estimated charging income, reducing it by up to £3,000 per year.
11. *Set up costs:* Three pay and display machines, at a total estimated cost of £13,695 plus installation and signage, would be needed to support enforcement at this site.

SEAFIELD PARK

12. *Supports a wide variety of users:* There are 59 parking bays at Seafield Park. These are used by visitors to the play area and general open space. Crofton Saints and the Gosport Fareham & Solent league are regular hirers of the football pitches and changing facilities.
13. *Football is the main reason for parking:* A parking count survey in November 2022 found that the car park was full when football activities were taking place at Seafield Park, but otherwise averaged only 8% occupancy. Part of the car park is currently designated for sole use of football pitch hirers. Income modelling has shown an estimated charging income of around £9,130 per year.
14. *Set up costs:* Two pay and display machines, at a total estimated cost of £9,130 plus installation and signage, would be needed to support enforcement at this site.

SHEARWATER CAR PARK

15. *An unsurfaced and unmarked low-capacity car park:* A gravel car park with no marked parking bays, it is estimated that the area could support a maximum of 18 parking bays. It is currently used mainly by walkers and dog walkers.
16. *Limited charging potential:* A parking count survey in November 2022 found that, based on it having capacity for 18 cars, the car park averaged 25% occupancy across the week. Income modelling has shown an estimated charging income of around £6,486 per year.
17. *Set up costs:* One pay and display machine, at a total estimated cost of £4,565 plus installation, and signage would be needed to support enforcement at this site. In

addition, work would be required to make good the existing gravel surface and mark out parking bays. This would incur an additional cost of £18,000.

CLIMATE CHANGE CONSIDERATION

18. To support the Council's commitment to becoming carbon neutral by 2030, the pay-and-display machines used in our coastal car parks are solar powered. If approved, the additional three machines in Wicor car park would allow the Council to avoid 8.82 tCO₂e of Scope 2 emissions i.e., those generated by our use of electricity.

FINANCES

19. The costs of setting up Wicor Recreation Ground as a coastal car park are the purchase of three pay-and-display machines, at a total cost of £13,695 plus installation and signage (based on December 2022 prices).
20. Based on the income modelling undertaken for this site, the Council would generate £31,434 a year, with a payback period of less than 6 months. The sale of transferable season tickets to AFC Portchester will extend the payback period, but it will still remain at less than 6 months.
21. Enforcement activity and maintenance of the car park would continue to be funded from the existing budget. On street parking is managed by Hampshire County Council enforcement should issues emerge with anti-social parking in surrounding residential streets.

NEXT STEPS

22. If approved, officers would undertake a procurement process for pay-and-display machines and complete a survey of the condition of the existing car park in preparation for installation of pay-and-display machines and signs.
23. A four-week consultation to amend the Fareham Borough Council Off-Street Parking Order would be undertaken in May 2023, with an expectation that Wicor Recreation Ground car park will be redesignated as a coastal car park from 1 August 2023.

CONCLUSION

24. The feasibility study supports Wicor Recreation Ground car park as having the best rationale for classification as a coastal car park, based on its proximity to the coast, wide range of users and potential return on investment.

Enquiries:

For further information on this report please contact Kat Hillman (Tel: 01329 824443)