



Ryedale District Council

REPORT TO: Community Services and Licensing

DATE: 21 June 2007

REPORTING OFFICER: Commercial Services Manager
Phil Long

SUBJECT: Car Parking Update- Wentworth St Trial

WARDS AFFECTED: Ryedale

1.0 PURPOSE OF REPORT

The purpose of the report is to update Member's regarding the trial at Wentworth St, started on the 18th July 2006.

2.0 RECOMMENDATIONS

Following 10 months evaluation Officers would recommend:

- a. That the trial be terminated at the end of June 2007.
- b. That from July 2007 car parking charges as applied in all other Long Stay car parks to be applied to Wentworth Street.

3.0 REASONS SUPPORTING DECISION

Following 10 months evaluation the Wentworth Street trial has failed to meet the criteria of success originally set out for the evaluation of the trial ie:

- It has failed to stimulate increased demand in Malton, demand actually reducing by comparison to previous years.
- By comparison it should be noted that demand has significantly increased in all other Market Towns.
- Increased occupancy in Wentworth Street has been achieved only at the expense of reduced occupancy in other car parks.
- Termination of the trial could potentially augment income by between £3828- £9888 per annum.

4.0 BACKGROUND

- Full Council approved the car parking strategy on 16th February 2006.
- Members agreed to trial a new tariff structure at Wentworth St

5.0 POLICY CONTEXT

The report impacts on:

- Corporate Plan.
- Community Plan.
- Commercial Services Business Plan.
- RDC Budget process.
- Local Development Framework.
- Local Transport Plan.
- NYCC Traffic Management strategies.
- Climate Change strategy.
- North York Moors National Park strategies.
- Safer Ryedale Strategy.
- Asset Management Plan.
- Planning Policy Guidance PPG 13.

6.0 REPORT

Malton Wentworth Trial evaluation (July-April 2007)

Analysis of all Malton car parks indicates that **ticket sale demand is down by 1.57%**, a reduction of 1921 ticket sales compared to last year. By comparison last year, demand had increased by 1.46% despite the 25% increase in tariff bands.

It should be noted that this is unusual, in all other years (with the exception of foot and mouth) demand has increased as would generally be expected with housing growth, increases in car numbers etc.

Ticket income analysis indicates that income has been consistently lost each month of the trial period accounting **for a reduction of £14,451 compared to last year** (10 months).

Evaluation of other market towns to date (Comparison 05/06-06/07)

Ticket sales have increased in all the three other market towns, though compared with last year ticket income in Helmsley has fallen. This is due to the introduction of a 3hr and 6hr tariff during 2006/7 compared to previous years.

- **Pickering car parks:** Overall a 8.94% increase in demand. Income has increased by £4356** during this period.
 - The new tariff structures have encouraged a shift from two hour and 24 hr tariffs into the three and six hour bands.
 - 25422 customers parked for 3 hrs or more compared to 11297 customers the previous year, a 125% increase.
- **KMS car park:** Overall a 10.74% increase in demand. Income has increased by £764 **
 - The new tariff structures have encouraged a shift from two hour and 24 hr tariffs into the three and six hour bands.
 - The most significant movement has been into the three-hour band. 917 customers parked for 3 hrs or more compared to 258 the previous year, a 355% increase.

- **Helmsley car parks:** Overall a 4.77% increase in demand. However income has decreased by £5228 **.
- The new tariff structures have encouraged a significant shift from two hour and 24 hr tariffs into the three and six hour bands.
 - 32024 customers parked for 3 hrs or more compared to 9204 the previous year, a 248% increase.

** NB: All market towns suffered unexpected reductions in demand during July/August, by comparison with last year.

7.0 FINANCIAL IMPLICATIONS

In Malton there has been a loss of gross income by comparison to year on year figures over the trial period of £ **14,451** (10 month period).

- Continuation of the trial into 2007/8 will have potential budgetary implications regarding reduced income from the Councils Assets.
- Termination of the trial and implementation of existing tariffs could potentially increase net income (2007/8) by £3828-£9888 per annum, depending on length of stay and assuming similar levels of demand.

8.0 RISK ASSESSMENTS

Financial: Indications are that the trial has failed to encourage demand in Malton. The income lost will negatively affect the budget unless the trial is terminated.

Reputation: Anecdotal evidence suggests that visitors are pleased to accept the cheaper parking, though evidence is clear that it has failed to encourage demand. Early termination of the trial could negatively affect customer's perception of the Council.

9.0 OPTIONS

Option A

Termination of the trial with car parking charges as applied in all other areas to be applied to Wentworth Street from July 2007:

The trial has failed to stimulate increased demand in Malton.

- Over the trial period demand has reduced by comparison with increased demand in all other areas.
- Increased occupancy in Wentworth Street has been achieved only at the expense of reduced occupancy in other car parks.
- Higher levels of income have been lost by comparison with the introduction of the car parking tariffs applied in the other car parks.

Option B

Continuation of the trial.

10.0 CONCLUSIONS

Malton trial- Wentworth St Car Park

- Analysis has indicated that the Malton trial has failed to encourage increased demand with both ticket sales and income down from last year.
- Anecdotal evidence from businesses suggests that footfall is also down.
- Though anecdotal evidence suggests that visitors are pleased to accept the cheaper parking, evidence is clear that it has failed to encourage demand.
 - It should be observed that the majority of permit usage is in Malton. Effectively this allows locals to enjoy extremely cheap parking (72p if used as little as once a week).
- The trial clearly endorses the findings of the car parking strategy which stated that:
 - “Prices have little affect on demand per se, being just one element of the marketing mix”.
 - The three main influencers of demand are; “the relative strength of the attraction offered, the amount of available space to park and the close proximity of parking”.
- The trial highlights the major influence that tariffs can have with regard manipulation of car park movement within a town. This is despite the plethora of free parking which exists already (in Malton), close to the main shopping areas eg:
 - 55 free car parking spaces within the main shopping area.
 - Morrison’s car park.

Other Market Towns- Pickering-KMS-Helmsley

- By comparison other Market Towns have experienced increased levels of demand.
- The new tariff structure highlights the influence that tariff structures can have regarding encouragement of longer stays, hopefully to the benefit of the local economy.
- Anecdotal evidence suggests that the increased options (regarding the new tariff structure) have heightened customer satisfaction and perception of value for money regarding charging and length of stay.
- Following the introduction of the new tariff structure customers can pay for the actual hours used, by comparison with 2005/6 when the only option to stay longer than 2 hrs was to pay for an all day ticket.
- However this has led income to be down in Helmsley due to a reduction in 24-hour ticket sales and unexpected reductions in demand during July/August.

CORPORATE POLICY APPRAISAL FORM

Annex A

Policy Context	Impact Assessment	Impact +ve -ve Neutral
Community Plan Themes <i>(Identify any/all that apply)</i>	Vibrant community Strong safe community Access and communication Health and well being Landscape and environment Developing opportunities.	+
Corporate Objectives/Priorities <i>(Identify any/all that apply)</i>	Diverse and vibrant community Safe and inclusive community Clean and sustainable built environment. Integrated transport networks Efficient high quality services Economic well being Social well being Environmental well being Best Value management.	+
Service Priorities		+
Financial	Impact on budget re car parking revenue and cost of potential options re safe and secure car parking	+/-
Procurement Policies		N/a
Asset Management Policies	Integral part of plan to maximise assets	+
LA21 & Environment Charter	Environmental sustainability integral to strategy	+
Community Safety	Community safety integral to strategy	+
Equalities		N/A
E-Government		N/A
Risk Assessment		
Estimated Timescale for achievement	See report re recommendations. Strategy for five years	