

Streetscene and Transportation Portfolio

12 Month Review of Parking Charges Strategy

| Possible changes or alternative options for consideration | Advantages | Disadvantages | Financial Impact | Outcome of considerations |
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| Complete removal of charges – County wide | <p>Reduce financial impact on car park users.</p> <p>Decrease parking displacement from car parks to on street areas.</p> | <p>Provide free of charge parking for commuters and shop workers to utilise town centre parking places reducing available spaces for visitors, decreasing vibrancy/vitality</p> | <p>Significant impact on budget requirement to cover management/ maintenance/enforcement costs.</p> | <p>Charges will not be removed from county car parks</p> |
| Removal of car parking charges from some towns | <p>Support those town centres that are seeing a significant impact of decrease in footfall.</p> <p>Decrease parking displacement from car parks to on street areas.</p> | <p>Provide an inconsistent approach to car parking provision across the County</p> <p>Provides free of charge parking for commuters and shop workers to utilise town centre parking places reducing available spaces for visitors, decreasing vibrancy/vitality</p> | <p>Significant impact on budget requirement to cover management/ maintenance/enforcement costs.</p> | <p>Charges to remain in all towns to which the policy applies.</p> |
| Review of status of individual car parks i.e. From short stay to long stay | <p>Better utilise car parking spaces to suit the need of the user in relation to the individual town centre.</p> <p>Ensure underutilised car parks are being used to their maximum potential.</p> | <p>Reducing the amount of short stay parking can encourage commuters or town centre staff to use long stay parking reducing the availability of proximity spaces for town centre visitors/shoppers</p> | <p>Potential decrease in predicted revenue as short stay increases turnover.</p> <p>Cost to reconfigure machine software.</p> | <p>All car parks will be reviewed for utilisation levels to ensure that they are being used to their maximum potential.</p> |
| Review permit scheme – is there a need for a short stay permit? | <p>Reduce the inconvenience to users having to ensure they have correct change and the time taken to use the machine</p> | <p>The permit would be difficult to enforce as there would be no way of the CEO knowing how long the vehicle had been in situ.</p> <p>Open to abuse form users using permit numerous times a day.</p> | <p>Reduce income from permit abuse</p> | <p>Short stay car park permits will only be available to businesses and residents in immediate proximity to the short stay car park. (see next item – Pilot area etc).</p> |

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| <p>Confirm ongoing pilot and offer long term parking permits in short stay car parks</p> | <p>Residents and shop owners require parking in short stay car parks to park close to their home/business when they have no off street parking provision.</p> | <p>Short stay spaces will be utilised for all day parking reducing available proximity spaces for shoppers/visitors to the town centre</p> | <p>No significant impact.</p> | <p>The pilot to continue provided that detailed reasoning is given and an assessment carried out of the need for the permit</p> |
| <p>Offer 'free period' i.e. 'One hour free'</p> | <p>Shoppers/visitors can park for free reducing the inconvenience of purchasing a ticket.</p> <p>Encourage short stay shoppers to use a town centre for short trips</p> | <p>That people will require longer than 1 hour to park to undertake the purpose of their visit not returning within the allocated timeframe and be issued with a PCN.</p> <p>Visitors will restrict their activities within the town to 1 hour, reducing income levels and reducing visitor activities</p> | <p>Decrease in predicted revenue.</p> <p>Cost to re-programme machines</p> | <p>Not to offer a free period of parking</p> |
| <p>Reduce hours of charging e.g. 9am – 3pm or 10am – 5pm</p> | <p>Allow parents to drop off/collect children from school ensuring they do not park on the highway</p> <p>Allow shoppers/visitors to park without having to pay.</p> <p>Allow shoppers to park without the inconvenience of purchasing a ticket during the specified hours</p> | <p>Decrease in the level of income required to ensure full management and enforcement of the service.</p> <p>e.g. Introducing 'free after 3pm' will reduce income levels by 13% or £80k over all car parks in the County</p> | <p>Significant - Decrease in predicted revenue</p> | <p>Not to reduce the hours of charging</p> |
| <p>Free parking periods e.g. One day per week or Saturdays before Christmas etc.</p> | <p>Encourage shoppers / visitors to the town centre reducing financial impact.</p> | <p>Commuters and shop workers will utilise the car park on the free days reducing available spaces for visitors/shoppers.</p> <p>These periods normally coincide with the busiest periods of the year for traders and non-availability of parking at these times will detrimental to the town centres</p> | <p>Decrease in predicted revenue</p> | <p>No free periods to be offered</p> |

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| <p>Free parking on Town /Community Council Event days.</p> | <p>Short Stay car parks can be utilised for additional all day parking.</p> <p>Discourage visitors parking on street causing congestion to highway network.</p> <p>Reduce risk of visitors receiving PCNs due to not buying P&D ticket</p> | <p>Commuters and shop workers will utilise the car park on the free days reducing available spaces for visitors/shoppers.</p> <p>These periods normally coincide with the busiest periods of the year for traders and non-availability of parking at these times will detrimental to the town centres</p> | <p>Reduce projected revenue</p> | <p>No free periods to be offered</p> |
| <p>Introduce ‘Double ticketing’ allowing businesses to reimburse costs to customers on receipt of second copy.</p> | <p>The refund process can be advertised in car park and in wider promotional literature produced by the business.</p> <p>Businesses can offer a refund on receipt of the second ticket</p> <p>No impact on income levels to the Council</p> | <p>Residents will discard their ticket before redeeming in a business.</p> <p>Small additional cost because double the amount of tickets need to be purchased.</p> <p>P&D machines have to be reprogrammed.</p> | <p>Small cost to change the P&D machine software.</p> <p>Purchase double the amount of tickets</p> | <p>Support the practice of double ticketing on receipt of an expression of interest from Town Council or Trade organisation.</p> |
| <p>Allow advertising on the reverse of the P&D ticket</p> | <p>Businesses can advertise their products or services offered, increasing the footfall to their premises or use of their service.</p> | <p>Businesses reluctance to pay for advertising</p> | <p>Income stream will potentially reduce the cost of P&D tickets to FCC.</p> | <p>Advertising on the reverse of a P&D ticket will be permitted for interested partner</p> |
| <p>Pay back a percentage of income above target level to T&CC.</p> | <p>T&CC can invest revenue into the town centre to improve vibrancy and vitality</p> | <p>Only some T&CC see benefit as charging is not above base level in majority of town centres.</p> <p>The arrangement will result in an unfair system across the County</p> <p>The projections were subject to a number of variables which are out of the control of the Town Councils.</p> | <p>Not significant</p> | <p>Not considered fair or viable and cannot be progressed.</p> |
| <p>Review percentage of income above base level currently paid to Town Councils (currently 10%)</p> | <p>Increased income for T&CC to invest in town centre</p> | <p>Reduced revenue for management and enforcement of the service impacting on budget</p> | <p>Significant – reduce projected revenue</p> | <p>Maintain 10% level</p> |

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| <p>Review short stay on Street parking arrangements (up to 30 minutes) and consider the option to reverse the pedestrian only areas in Buckley and Holywell</p> | <p>Visitors/shoppers allowed 30 minutes free parking in proximity to shops. Free, convenient parking for those wanting to spend a short period of time in the town centre.</p> <p>Removing pedestrian zone could encourage shoppers to town centre</p> | <p>Impact on the high street health and safety.</p> <p>In adequate available space on street to support limited waiting parking.</p> | <p>Minimal financial impact regarding parking revenue.</p> <p>Cost to changing TRO / implementation</p> | <p>Consider areas for additional limited waiting on street and review the pedestrian zones in each town</p> |
| <p>Review Charging levels County wide</p> | <p>Increase revenue to support additional management and enforcement.</p> | <p>Impact on on-street parking while drivers avoid increased charges</p> | <p>Significant – increase/decrease revenue impacting on budget</p> | <p>Retain current charging levels for all town centres</p> |
| <p>Review coverage definition currently "All Towns in the County with more than 50 available spaces</p> | <p>Provide a consistent approach to car parking charges reducing criticism from members of the public.</p> <p>Income to support the management and enforcement of service.</p> <p>Uniform approach to car parking provision, ensuring that effective charging best utilises parking places</p> | <p>Smaller car parks may become underutilised.</p> <p>Increase on street parking while avoiding charges</p> | <p>Provide minimal income to support the management of the service</p> | <p>Retain existing coverage</p> |
| <p>Review the number of disabled parking spaces provided.</p> | <p>Blue badge holders have adequate space to alight their vehicles.</p> | <p>Reduce the number of non-disabled spaces in car park.</p> | <p>Not significant - Reduce income as non disabled spaces being not chargeable</p> | <p>Review to ensure disabled spaces are provided in all car parks to standard number required</p> |
| <p>Review the need for Motor cycle spaces</p> | <p>Allow motorcycles an area to park without taking a whole parking place increasing the number of spaces available</p> | <p>Ensuring that the motor cycles have paid the valid tariff</p> | <p>Not significant – Additional income due to increased spaces</p> | <p>Review Motorcycle spaces in larger car parks</p> |
| <p>Should the disabled spaces continue to be FOC</p> | <p>All users of the car park are subject to charges reducing criticism for inequality</p> | <p>Location and accessibility of the P&D machines may be an issue for users</p> | <p>Increase revenue for improved management/enforcement.</p> | <p>Existing arrangements to remain</p> |
| <p>Review the adequacy of Car Park Signage</p> | <p>Ensure that car users are fully aware of the rules and contravention of using the car park.</p> <p>Reduce the number of PCNs issued by</p> | <p>N/A</p> | <p>Cost of providing additional signs.</p> | <p>A full review of car parking signs to be undertaken</p> |

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| | increased awareness of P&D | | | |
| Review location / number of machines in car park | Ensure that machines are in correct location and accessible for users and that there are sufficient machines in each car park/per space available. Additional machines can be utilised to ensure a means to pay at all times | N/A | Cost to relocating machine. Cost to adding additional machine | Review suitability of machine number/location. |