

STRATEGY AND RESOURCES COMMITTEE

14 JUNE 2018

6

Report Title	CAR PARK REVIEW 2018
Purpose of Report	To approve the draft Variation Order for statutory consultation
Decision(s)	<p>The Committee RESOLVES that:</p> <ol style="list-style-type: none"> 1. The Draft Variation Order (appended to this report) be approved for consultation 2. The Director of Customer Services: <ol style="list-style-type: none"> (a) be authorised to undertake statutory consultation on the Order; and (b) report back to the Committee following end of the consultation period with a recommendation as to adoption of the Order or otherwise
Consultation and Feedback	<ol style="list-style-type: none"> 1) Informal meetings with relevant town and parish councils 2) Members Information Evening undertaken – 8th May 2018 <p>Feedback from these consultations has helped frame the drafting of this report</p>
Financial Implications and Risk Assessment	<p>The report sets out in paragraph 2.4 and within the legal implications the methodology and legislative considerations for setting the level of car parking charges.</p> <p>The Community Services Manager has forecast the additional gross income, revenue expenditure and capital expenditure based on the draft variation order and proposed tariffs.</p> <p>Table 4 provides an estimate of the gross income forecast based on current income levels at Stonehouse car park and adjustments for the number of spaces. The gross income level is estimated at £149,000.</p> <p>Table 3 sets out the estimated additional revenue costs to the Council that would arise as a result of introducing charges. This is estimated at £83,000 per annum. The report highlights an existing revenue cost in the 2018/19 budget of £35,000 per annum without support service charges (£55,000 with them) for the 28 non-charging car parks.</p> <p>Table 3 also sets out the likely up-front capital expenditure that would be required to enable charging, largely around the purchase and installation of additional ticket machines and other improvements. This has been estimated at</p>

	<p>£171,000, and subject to the outcome of the consultation process, would need to be approved by Council as part of the Capital Programme.</p> <p>Paragraphs 12.1 and 12.2 also highlight the introduction of contactless payment methods. This may impact on the operational cost of all chargeable car parks depending on the transaction/processing cost to the Council. Further work will be undertaken to determine whether there is a material change in income collection costs.</p> <p>David Stanley – Accountancy Manager (Section 151 Officer) Name/Title of person giving advice Tel: 01453 754100 Email: david.stanley@stroud.gov.uk</p> <p>There are no significant risks to the Council in undertaking the statutory consultation</p>
<p>Legal Implications</p>	<p>For the avoidance of doubt, paragraph 2.4 of the report simply copies the following paragraph of these legal implications. The reasoning for the changes proposed to the Order must accord with the statutory provisions summarised in the following paragraph.</p> <p>The Road Traffic Regulation Act 1984 states that a local authority may provide off-street parking places for the purposes of relieving or preventing congestion of traffic. The local authority may also, by order, make provision as to the conditions for the use of such parking places, including applicable charges. The primary purpose of imposing and setting the level of parking charges must be to secure the expeditious, convenient and safe movement of vehicles and other traffic in the locality concerned, having regard to the need to secure access to premises, the effect on the amenity of the locality, the national air quality strategy and the need to secure the passage of public service vehicles. Recent cases confirm that whilst the cost of providing parking facilities may be an appropriate secondary consideration in the setting of parking charges, it must not be the primary determining factor. A local authority may not set parking charges for the purposes of generating revenue even though it is an obvious by product of the lawful charging purpose(s) outlined. However providing the charges are for lawful purposes, it is permissible to generate a surplus income.</p> <p>If approved, the draft order annexed to this document will be subject to a statutory consultation as outlined in the report and the Council must have regard to any responses received before making the variation order. In addition to the statutory consultation requirement, the consent of the County Council to the making of the order is required and the County Council may require such modification of the</p>

	terms as it considers appropriate. (ref:r22 - 31.5c25.4d31.5) Mike Wallbank, Solicitor Advocate, E-Mail: mike.wallbank@stroud.gov.uk
Report Authors	Joanne Jordan Director of Customer Service Tel: 01453 754005 Email: joanne.jordan@stroud.gov.uk Michael Towson Community Services Manager Tel: 01453 754336 Email: michael.towson@stroud.gov.uk
Options	1) No Change 2) Accept Draft Variation Order 3) A change to the Draft Variation Order
Performance Management Follow Up	Statutory Consultation is 21 days but we are extending this to 6 weeks the feedback will inform the 4 October report to this committee
Background Papers	Parking Consultants Report – Ove Arup & Partners (Arup) https://www.stroud.gov.uk/parking-streets-and-travel/parking/stroud-district-car-parking-review
Appendices	Appendix - Draft Variation Order https://www.stroud.gov.uk/parking-streets-and-travel/parking/stroud-district-car-parking-review

1. Background

- 1.1 Stroud District Council currently operates thirty-seven car parks. Nine of these, located in central Stroud, Painswick and Stonehouse charge a fee, whilst the remainder have limited waiting times, but are free to use, albeit there is still a cost of providing these car parks. All are covered by enforcement and will require ongoing maintenance.
- 1.2 Car parks are essential to provide access to our town and village centres for visitors, shoppers, workers, local businesses and residents. Councils have the discretion as to whether to provide car parks or not, but often choose to do so and to manage them because of their importance to the local economy.
- 1.3 Visitors and/or shoppers are deemed to be the most important users. They increase the vibrancy and economic vitality of a town, key attributes to ongoing sustainability. It is therefore important that visitors and shoppers can gain access to car parking and that the spaces are not filled by town centre employees, residents or long stay visitors.

2. Context

- 2.1 This report reviews the case for introducing charges in Cainscross, Dursley, Minchinhampton, Nailsworth, Stratford Park (Stroud) and Wotton-under-Edge. The report lays out the rationale for the legal introduction of charges and seeks member approval to take the Draft Variation Order out to consultation.

2.2 Timetable for considering the introduction of charges:

Jan – May 2018 – Survey work on car park occupancy, initial consultation with town and parish councils, consultation with ward members.

14th June – Initial report presented to Strategy and Resources Committee, outlining proposals and seeking permission to go out to consultation

16th June to 29th July – 6 week consultation period, this has been extended from the statutory 21 day consultation period

1st August –mid September – Analysis of results of consultation

4th October – Final report to go to Strategy and Resources Committee after considering consultation responses and making any necessary amendments to the proposal. This report will seek approval to make the order, after which point a new regime can be implemented.

2.3 To allow for procurement and preparation, any new scheme will be scheduled to commence in January 2019.

2.4 The Road Traffic Regulation Act 1984 states that a local authority may provide off-street parking places for the purposes of relieving or preventing congestion of traffic. The local authority can make provision as to the conditions for the use of such parking places, including applicable charges. The primary purpose of imposing and setting the level of parking charges must be to secure the expeditious, convenient and safe movement of vehicles and other traffic in the locality concerned, having regard to the need to secure access to premises, the effect on the amenity of the locality, the national air quality strategy and the need to secure the passage of public service vehicles. Recent cases confirm that whilst the cost of providing parking facilities may be an appropriate secondary consideration in the setting of parking charges, it must not be the primary determining factor. A local authority may not set parking charges for the purposes of generating revenue even though it is an obvious by product of the lawful charging purpose(s) outlined. However providing the charges are for the lawful purposes, it is permissible to generate a surplus income

2.5 If there is a general trend of increasing vehicle ownership and increasing rural traffic parking problems will continue, unless regulations are regularly reviewed.

2.6 The table below highlights the current extent of car parks, their locations and length of stay included in the proposal. All of the locations, except for Stratford Park, also have dedicated on street car parking, with associated waiting restrictions. Enforcing the maximum stay times without the purchasing of parking tickets is very difficult.

Location	Car Park	Maximum Stay
Cainscross	Cainscross	48 Hours
Dursley	Castle St / Parsonage St Castle St May Lane Water St	1 Hour 3 Hours 23 Hours 3 Hours
Minchinhampton	Friday St	23 Hours
Nailsworth	Bus Station Old Market East Comrades Town Hall New Market Rd Old Market Lay-By Old Market West Short Stay Old Market West Long Stay	2 Hours 2 Hours 4 Hours 4 Hours 23 Hours 2 Hours 2 Hours 23 Hours
Stroud	Stratford Park	23 Hours
Wotton-under-Edge	The Chipping Short Stay The Chipping Long Stay Potter's Pond	3 Hours 23 Hours 23 Hours

2.7 The SDC Future of Town Centres Study 2017 identifies the long term trends affecting our town centres, in particular the growth in e-retailing, the decline in service uses (banks, building societies) and the likely future reduction in demand for additional retail floorspace. The study concludes that to be successful moving forward, our town centres need to diversify into “cafe culture”, leisure, tourism and the arts. However, it recognises that these uses tend to lead to an increased dwell time for visitors. The implication of this for parking is a likely continued reduction in the short term turnover of vacant parking places without intervention. The study recognises an early need to review parking policies to examine the scope for increasing the turnover of spaces having regard to the demand at each town centre.

2.8 The Gloucestershire Local Transport Plan (LTP) states:

‘During the lifetime of the LTP the county council will encourage the development of strategies for town centre on-street car park charges and other controls that benefit short stay over long stay parking. Not only will this approach encourage shopping and support economic activity, it will also incentivise more sustainable and congestion friendly travel to work.’

3. Methodology and Primary Data Overview

3.1 An independent parking consultant, Ove Arup & Partners (Arup), was engaged to review the specific locations and based on industry research and expertise, recommend whether or not charging would be appropriate. Their report is provided as a background paper.

3.2 Arup were selected based on their experience in this industry and following some previous work with Stroud District Council and an extensive parking commission locally, in Cheltenham.

3.3 A total of 56 occupancy surveys were undertaken over 6 days covering Cainscross, Dursley, Minchinhampton, Nailsworth, Stratford Park and Wotton-under-Edge to assess current use and space availability. Occupancy levels

were recorded every fifteen minutes in each car park, on three separate days in January 2018. January is generally regarded as a quiet month for travel and therefore any perceived parking issues would likely be increased at any other time of the year. An industry standard 85% 'practical capacity' was used to identify parking difficulties. Due to operational movements and car park flow, this is the level at which users have difficulty parking and ultimately end up searching multiple car parks for spaces.

- 3.4 Full occupancy survey results are available, in the appendix of the Arup report.
- 3.5 The surveys clearly indicate that there is a parking space capacity shortfall in Dursley, Nailsworth and Wotton-under-Edge. Every car park in all of these locations was consistently operating above the practical capacity. This illustrates that parking is difficult and leads to drivers searching multiple locations for spaces. This supports enforcement officer feedback and anecdotal accounts from users.
- 3.6 Parking levels at Stratford Park are also consistently high. The occupancy surveys illustrate that parking is at levels around the practical capacity on normal days, whilst experience shows that parking on event days is far more difficult. This has been highlighted on numerous occasions when users have resorted to parking vehicles on grass verges because the spaces are full. This in turn creates additional unwanted hazards and can impact traffic flow on Stratford Road.
- 3.7 The survey results for Cainscross and Minchinhampton were less conclusive. Only on one occasion did Minchinhampton exceed the 'practical capacity' and Cainscross never reached that point.
- 3.8 The statutory consultation is normally 21 days but we have extended this to 6 weeks in order to give more time for feedback from the statutory organisations, the town and parish councils and district councillors. Meetings have been arranged with the town and parish councils during the consultation period. All consultation feedback can be made via our website <https://www.stroud.gov.uk/parking-streets-and-travel/parking/stroud-district-car-parking-review>

4. Parking Industry Research

- 4.1 Whilst the industry recognises that there is a lack of recorded evidence beyond the anecdotal in proving or disproving a link with car parking and footfall, there is a body of evidence regarding parking and the impact that charges have on locations. This counters the widely held notion, particularly in the business fraternity, that parking charges are detrimental to footfall. Arup cite some of this research in their report.
- 4.2 Of particular note, there is an acceptance that 'blanket' free parking strategies, don't benefit visitors/shoppers and rather, town centre workers take up the spaces all day¹. This is supported by the very recent experience in Salisbury, where in an effort to support the towns retail establishments, free parking in previously charging car parks was introduced. Very quickly this decision had to be reviewed as commuters 'blocked' visitor's spaces, resulting in huge difficulties parking. This district has also experienced similar problems where town centre employees, residents or long stay visitors have blocked spaces

and was the reason for introducing charges in Stonehouse and Painswick some years ago.

- 4.3 The same study¹ also found that visitors are more influenced by the availability and convenience of parking rather than the cost. This is supported locally, where in Stroud, drivers will pay a premium to park in the most convenient, short stay locations.
- 4.4 Further research from the British Parking Association² concludes that cost considerations actually come after the location of a car park and the perceived safety of the car park.
- 4.5 A wider study cited by the Association of Town & City Management³ found that; the general availability of spaces is felt to be more important than cost in their overall decision about visiting. This supports the notion that the introduction of a nominal charge could have a positive impact on footfall.
- 4.6 Arup conclude that charging can bolster the local economy by encouraging a 'churn' of visitors and shoppers.

5. Tariff Benchmarking

- 5.1 In applying the legislative requirement that parking charges should be appropriate and proportionate, local and regional benchmarking has been undertaken on towns with a population of under 10,000 (see Table 1).

¹ <https://gov.wales/docs/caecd/research/2015/150610-assessing-impact-car-parking-charges-town-centre-footfall-en.pdf>

² <http://www.britishparking.co.uk/>

³ <https://www.atcm.org>

Table 1 – Car Park Tariff Benchmarking

Area	Town	Population	1 Hr	2 Hrs	3 Hrs	4 Hrs
Gloucestershire	Bourton-on-the-Water	3,296	£1.30	£2.30	£3.00	£3.90
	Stow-on-the-Wold	2,042	£1.30	£2.30	£3.00	£3.00
	Winchcombe Bull Lane	4,538	£1.00	£2.00	£2.00	£4.00
	Moreton-in-Marsh	3,493	£0.70	£2.00	£2.00	£2.00
	Tetbury	5,472	£0.70	£1.50	£2.20	-
	Chipping Campden	2,288	£0.50	£1.00	-	-
	Painswick	3,026	£0.40	£0.60	£1.10	£1.80
	Stonehouse	7,725	£0.40	£0.60	£1.10	£1.80
Worcestershire	Coleford	8,359	£0.20	£0.40	£0.60	£0.80
	Pershore	7,125	£1.00	£2.00	£3.00	£4.00
	Tenbury Wells	3,777	£0.50	£1.00	£1.00	£2.00
Somerset	Upton-upon-Severn	2,881	£0.50	£1.00	£1.00	£2.00
	Glastonbury	8,932	£1.00	£1.40	£1.90	£3.40
	Crewkerne	7,000	£0.60	£0.80	£1.20	£2.20
	Illminster	5,808	£0.60	£0.80	£1.60	£1.60

- 5.2 It is clear from this that the proposed tariffs (see Table 2) are at the lower end of the charging spectrum and as such in comparison to like towns, proposed charges are modest.

- 5.3 This will ensure that the towns remain attractive against competition for custom from other local towns.

Table 2 – Tariff Proposals

Location		Car Park	1 Hr	2 Hrs	3 Hrs	5 Hrs	Over 5 Hrs
Dursley	Short Stay	Castle Street	£0.50	£0.80	£1.20		
		Castle Street/Parsonage	£0.50	£0.80	£1.20		
	Long Stay (Permits Available)	May Lane	£0.50	£0.80	£1.20	£2.00	£2.50
		Water Street	£0.50	£0.80	£1.20	£2.00	£2.50
Nailsworth	Short Stay	Old Market East	£0.50	£0.80	£1.20		
		Layby	£0.50	£0.80	£1.20		
		Bus Station	£0.50	£0.80	£1.20		
		Old Market West	£0.50	£0.80	£1.20		
	Long Stay (Permits Available)	Old Market West	£0.50	£0.80	£1.20	£2.00	£2.50
		Comrades	£0.50	£0.80	£1.20	£2.00	£2.50
Stroud	Long Stay (Permits Available)						
		Stratford Park	£0.50	£0.80	£1.20	£2.00	£2.50
Wotton-under-Edge	Short Stay	The Chipping	£0.50	£0.80	£1.20		
	Long Stay (Permits Available)	The Chipping	£0.50	£0.80	£1.20	£2.00	£2.50
		Potters Pond	£0.50	£0.80	£1.20	£2.00	£2.50
Permits Charges		1 month £43	3 months £127		Annual £450		

Note: does not include Nailsworth Town Hall Car Park, owned by Nailsworth Town Council

6. General Proposals

Minchinhampton (Friday Street) and Cainscross Car Park

- 6.1 In line with the recommendations put forward by Arup, parking charges are not recommended in Minchinhampton or Cainscross at this time. There is no clear evidence that further regulation is required to better regulate parking in either of these locations. Occupancy results have illustrated vacant capacity.
- 6.2 Both car parks will be kept under review and further consideration will be given, if occupancy levels change.

Dursley, Nailsworth, Stratford Park and Wotton-under-Edge

- 6.3 Parking charges are recommended to be considered in Dursley, Nailsworth, Stratford Park and Wotton-under-Edge. Full details are laid out in the Arup report.
- 6.4 In summary, a combination of long and short stay car parks will remain in each location, although the regime will be simplified. All short stay car parks will offer a maximum stay of 3 hours, whilst long stay car parks will allow parking for the whole day.
- 6.5 In Dursley, Nailsworth, Stratford Park and Wotton-under-Edge, the operational hours will commence at 8am and finish at 5pm, allowing all users to park free of charge after 5pm. However, it is proposed that in Dursley,

Nailsworth and Wotton-under-Edge, one car park will be designated as 'free after 3pm' as detailed below:

- Castle Street Car Park, Dursley
- Old Market East Car Park, Nailsworth
- Potters Pond Car Park, Wotton-under-Edge

These car parks are likely to have most vacant capacity, so that the effectiveness of the offer is maximised.

- 6.6 Alternative tariff regimes have been considered, including the offer of an hours free parking. However, this type of concession can be counter productive, as patrons conclude their business early to conform with the limited free period. This is not helpful for local business. Restricted on street parking will remain in the towns to accommodate short visits.
- 6.7 Parking permits will be available in all long stay car parks, allowing frequent users to park at concessionary rates. Due to current demand for parking, the available permits will be limited to sales of 50% of the total available parking spaces within the long stay car parks.
- 6.8 Residents will continue to have the ability to use the car parks free of charge overnight (except Stratford Park), but will need to remove vehicles at the commencement of the charging period or pay to park during the day.
- 6.9 The introduction of charges will be complemented by general car park improvements. Electric Vehicle (EV) Charge Points will be installed in Nailsworth, Stroud and Wotton-under-Edge to ensure that Stroud District residents have access to EV charging facilities.
- 6.10 The introduction of charges is expected to increase the number of journeys undertaken via alternative means, particularly cycling and walking. Improved cycle rack facilities will be installed in each town to ensure that cycle users have safe and secure facilities at which to leave their bikes.
- 6.11 An initial Equalities Impact Assessment has been undertaken, which shows that there is no potential negative impact on the protected groups. Blue badge holders will be entitled to free parking, as is the case elsewhere in the district where charges currently apply.

7. Further proposals for the Variation Order

- 7.1 The focus of this report has been on reviewing the car parks in Nailsworth, Dursley, Wotton-under-Edge, Stratford Park, Minchinhampton and Cainscross. The wider parking estate under the existing order has also been reviewed and some minor changes are proposed as summarised below :
- Increase the maximum stay at Stonehouse Car Park to 72 hours and offer a 72 hour parking rate – this will support rail commuters and have a positive impact on residents locally
 - Increase the maximum stay at Cheapside Car Park to 72 hours and offer a 72 hour parking rate

- Update the Parking Place Order with appropriate EV charging bay restrictions
- Remove the ability to park heavy goods vehicles at Cheapside Car Park
- Add Stratford Park to the Parking Place Order
- Water Street, Dursley will change from a 3hr maximum stay to a long stay
- All short stay car parks will change from a 1hr and 2 hr maximum to a 3hr maximum
- The charging times for Stonehouse and Painswick (single car parks) will change to 8am to 3pm to accommodate the free after three proposal
- Updated site plans for Newmarket, Church Street and Old Market West car parks

Further Detail

7 Dursley

- 7.1 There are four car parks in Dursley; one long stay and three short stay. Castle Street/Parsonage Street car park is the most convenient to the town centre, offering road free access, whilst Castle Street car park serves parking for The Pulse as well as offering convenient access to the centre. Both Water Street and May Lane car parks are situated more to the periphery of the town, but are within easy walking distance. Parking is also available at Sainsbury's in the centre of Dursley. This is located next to Castle Street car park.
- 7.2 Occupancy surveys illustrate that the car parks operate above the operational capacity consistently. May Lane car park in particular is almost fully occupied throughout the day.
- 7.3 As at Stratford Park, users of The Pulse will be entitled to 2 hours free parking. Once again visitors to these facilities will be expected to enter their car registration number on a designated tablet inside the entrance. Users will only be able to park in Castle Street car park under this concession.
- 7.4 Dursley Town Council has purchased a site and has the desire and intention to open a further long stay car park at the periphery of the town. Stroud District Council is working with Dursley Town Council to ensure that a joined up approach is offered and that the further parking offer is complementary to the existing arrangements. This future change has been factored in to the current recommendations.

8 Nailsworth

- 8.1 There are seven relatively small car parks serving the centre of Nailsworth. Four provide direct access to the high street, whilst the others are slightly less convenient but still offer relatively easy access.
- 8.2 Six of the car parks are owned and managed by Stroud District Council, with the Town Hall Car Park owned by Nailsworth Town Council and managed by

Stroud District Council. Old Market West Car Park is also designated both long and short stay and operates as two distinct entities even though it is one car park.

- 8.3 It should be noted that there is also a car park serving Morrison's supermarket, outside of Stroud District Council and Nailsworth Town Council jurisdiction. This is less central and offers 2 hours free parking to patrons. Anecdotally this car park is very well used, with spaces at a premium. Other parking exists at Egypt Mill on the periphery of the town.
- 8.4 Occupancy surveys illustrated that car park occupancy in Nailsworth is very high. Every car park operates beyond the operational capacity level for sustained periods in the week and at weekends. This causes 'cruising' for parking spaces, generating congestion and contributing to emissions.
- 8.5 Long stay car parks in the town are filling up before 9am and remain full until late afternoon, suggesting business commuters/workers are filling these spaces.

9 Stratford Park

- 9.1 At this time, analysis suggests that the car park is barely coping with demand, with anecdotal reports of use by commuters working in Stroud town centre. However, demand is high consistently, exacerbated when there is any event taking place, including football matches at the adjacent Stratford Court.
- 9.2 Stratford Park is a complex site, serving as parking for the main district leisure centre and museum, offering access to open space and walking opportunities. It also sits next to a college with which we currently have a financial agreement, allowing student access to the car park. This financial agreement will remain and students will be able to legitimately park on site by way of a permit system.
- 9.3 The draft variation order proposes that users of Stratford Park Leisure Centre and The Museum in the Park will be entitled to two hours free parking. Users of these facilities will be expected to enter their car registration number on a designated tablet inside the entrance, to ensure compliance. This technology is already in use elsewhere in the district.

10 Wotton-under-Edge

- 10.1 SDC manage two car parks in Wotton-under-Edge; The Chipping and Potters Pond. The Chipping Car Park provides a combination of both long and short stay parking and is managed by way of a lease agreement from Wotton Town Trust.
- 10.2 A third car park in Wotton-under-Edge is managed by Wotton Town Council and provides further long stay parking at the Civic Centre. Some initial discussion has taken place with Wotton Town Council to discuss the feasibility of SDC taking over the management of the Civic Centre Car Park.
- 10.3 Occupancy levels in The Chipping Car Park are high and consistently patrons have difficulty finding a space. Potters Pond Car Park has slightly more capacity during the week, but fills up on a Saturday.

- 10.4 In 2016 a report was produced on behalf of Wotton-under-Edge Town Council. This provides statistics and car park occupancy data, which compliments and reflects the surveys SDC undertook in January 2018. This 2016 report concludes that, based on industry standards, the car parks in Wotton-under-Edge are oversubscribed and if the existing regime of free parking was maintained, an additional 80 parking spaces would be required to meet current shortfalls and future demand. This confirms the findings of other previous reports from both the district and the town council.
- 10.5 Without additional parking capacity, further regulation of parking is clearly required.
- 10.6 Wotton-under-Edge borders South Gloucestershire, where parking remains free. The closest competitive centre is the large retail centre of Yate. However, Yate is nine miles away from Wotton and at least a twenty minute drive, making the financial argument for local residents avoiding car parking fees unsubstantiated. Parking in Yate is equally challenging with spaces at a premium.

11 An indication of potential costs

- 11.1 There is currently a cost to operate the twenty eight non-charging car parks, which includes costs of routine maintenance. The 2018/19 budget for this is £35k without support service charges and £55k with them. Any major resurfacing works would significantly increase this figure.
- 11.2 The table below (Table 3) highlights the capital costs and the ongoing additional annual revenue budgets required.

Table 3 – Table to show the estimated capital and revenue costs

	Capital (one off cost)	Additional Revenue (ongoing annual costs)
Signs (x18)	£15k	£3k
Machines (x18)	£115K	£40k
Ground works and relining	£18k	£5k
Bike Racks (x4)	£5k	£1k
EV Charging (x3)	£18k	£2k
Additional Enforcement	£0	£32k
Total	£171k	£83k

Table 4 – Table to illustrate the estimated Income Forecasts*

Location	Gross income (not including revenue costs in table 3)
Dursley	£40k
Nailsworth	£66k
Stratford Park	£20k
Wotton-under-Edge	£23k
TOTAL	£149k

*Estimated income forecasts have been based on current income levels at Stonehouse car park and have been adjusted to factor the number of spaces in each town and the effective tariff

12 Pay and Display Machines and Payment Methods

12.1 Parkeon continues to be an industry leading manufacturer of pay and display machines and to complement our existing offer of machines in Painswick, Stonehouse and Stroud, further Parkeon machines will be procured.

12.2 All machines will accommodate card and contactless payments. They will also be compatible with our existing 'pay by phone' option. This will give users three choices of payment option, for total ease of use.

13 Summary of the Rationale for the Introduction of Charges in Dursley, Nailsworth, Stratford Park and Wotton-under-Edge

13.1 Parking in these locations is well used and occupancy levels are high. This leads to difficulties finding a space, which we know from wider research, adversely impacts visitor behaviour. It also impacts local traffic congestion, as users navigate multiple car parks to find a space.

13.2 Consultant evidence and experience from elsewhere suggests charging will increase turnover, make more spaces available for shoppers and visitors throughout the day. Visitors will be able to visit these towns with greater certainty that spaces will be available on their arrival.

13.3 Proposed charges for consultation are set at modest rates compared with towns of similar size both locally and further afield.

13.4 Charges will encourage visitors to use alternative forms of transport, which is positive in terms of air quality. For example those that drive a very short distance to the town centre, might be more inclined to walk or cycle, given the financial incentive to do so. To further encourage this shift, cycle rack facilities will be installed in car parks in each town.

13.5 The introduction of charges will be complemented with appropriate enforcement to ensure that the new scheme is fair for all. The pay and display method of payment makes enforcement much less labour intensive than the current restrictions.

13.6 Introducing charges in Dursley, Nailsworth, Stratford Park and Wotton-under-Edge will increase parity across the district. Introducing charges in these locations will improve consistency ensuring there is a level playing field. Proposed charges reflect this parity, with similar charging structures in place at all locations apart from the large retail centre of Stroud.

14 Review

14.1 Although the evidence suggests that the towns will benefit from these proposals, if introduced, further monitoring will take place to enable the new charging regime to be reviewed.