

BRIEFING REPORT

I. INTRODUCTION

1.1. This report sets out inflationary increases to current On Street and Off Street parking fees and charges aligned to the Councils Fees and Charge Policy, together with several additional opportunities that compliment work delivered as part of the Parking Modernisation and Environment Plan of December 2022. These proposals are intended to:

- Demonstrate our values as a Responsible Council in responding to the climate emergency;
- Support the Councils £9.8M investment in mobility hubs as part of a wider £58.8M Transforming Cities investment to encourage modal shift and a step change in our sustainable transport offer;
- Protect income that is critical to the delivery of key services through applying the principals of cost recovery and ensure service charges keep pace with the cost of providing services.

1.2. The proposals support our Councils values: -

- **Democratic** – Plymouth is a place where people can have their say about what is important to them and where they are empowered to make change happen;
- **Responsible** – We are responsible for our actions; we are accountable for their impact on others and the environment and expect others to do the same;
- **Fair** – We will be honest and open in how we act. We will treat everyone with respect, champion fairness and create opportunities;
- **Collaborative** – We will provide strong community leadership, working with residents, communities, and businesses to deliver our common ambition.

1.3. The proposals support our corporate priorities, specifically:

- Support a green, sustainable city that cares about the environment;
- Create a vibrant economy, developing quality jobs and skills;
- Create a varied, efficient, sustainable transport network;
- Create a friendly welcoming city.

2. BACKGROUND

- 2.1. The Councils Parking Service generates income to the Council, covering all service costs and contributing a key income stream to support the delivery our Highway Services; this includes the maintenance of the city's roads and streets.
- 2.2. Historically the Council has not applied inflationary increases to Parking, where the Councils 'Fees and Charges' policy sets out services should seek to apply inflationary increases to keep pace with the cost of delivering services.
- 2.3. Since 2018/19 operating costs have increased by over £600k through increases across to the costs of goods and services, utilities and workforce. The service has sought to mitigate increases through activities such as replacing car park lighting with new energy efficient led lighting to reduce energy use and re-procuring goods and services to seek greater value, however it has not been possible to offset increased costs over this time.
- 2.4. On 1st December 2022 the Council implemented a suite of changes to parking as part of the Parking Modernisation and Environment Plan (PMEP). The changes set out to provide support local businesses within the cities district car parks, improve access to parking through expanding payment choice and support visitors and shoppers to the city through enabling unused parking time to be used in other

locations and new all day parking options. The PMP implemented several changes to fees and charges, changes which sought to bring Plymouth's fees more in line with others benchmarked and sought to re-establish income levels experienced pre Covid-19; income critical to the delivery of key services.

3. CURRENT POSITION

Cost of Delivery Services

- 3.1. The Cabinet decision of 10th December 2022 set out that, in accordance with the Councils 'Fees and Charges' policy, parking fees and charge should be subject to annual inflationary increases.
- 3.2. Looking ahead to 2023/24, the service faces a number of continued challenges as we continue to experience increased operating costs and reduced levels of income. Whilst the PMP sought to restore levels of income back to levels more in line with pre Covid-19, no fee increases have been implemented to offset the increases in operating costs.
- 3.3. To better understand current trends and markets, benchmarking was undertaken (Appendix A) in January 23 with 25 other Councils as part of the 'Key Cities' group in relation to On Street, Off Street and Residents Parking (*Birmingham, Blackpool, Bournemouth, Brighton, Bristol, Cambridge, Canterbury, Cardiff, Coventry, Derby, Doncaster, Exeter, Liverpool, Manchester, Newcastle, Newham, Norwich, Nottingham, Oxford, Poole, Portsmouth, Reading, Southampton, Torbay, Wolverhampton*)
- 3.4. The benchmarking identified that, as of January 23, Plymouth's On Street charge of £2 per hour was lower than 17 other Councils, the same as 4 other Councils and higher than 4 other Councils. In respect to Off Street charges, the benchmarking identified that in comparing the maximum cost of an hour's parking, Plymouth's charges were lower than 17 Councils, the same as 3 Councils and higher than 2 Councils (*3 Councils did not provide the option of an hour's parking*).

Cost Recovery

- 3.5. There are a number of car parks where it is free to park and, to varying degrees, where costs, such as maintenance and upkeep, are subsidised placing pressures on the Council. Whilst a number of these car parks are district shopper's car parks, the Council has already made a commitment to supporting free parking whereby such free parking supports local shops and businesses.
- 3.6. There are a number of further car parks to which this does not apply, car parks which support leisure-based activities. These include Jennycliff, Mount Batten, Devils Point and Strand Street car parks. A number of these car parks are in poor condition where it is not possible to deliver investment without adding further budget pressures to the Council.

Management of Parking Places – Life Centre & Strand Street

- 3.7. The Council has announced proposals to introduce charges at the George, Milehouse and Coypool car parks which is currently subject to consultation. Should the Council decide to implement charge at Milehouse car park, there would likely be a migration of motorists to the Life Centre car park where the parking is currently free.
- 3.8. Strand Street car park is located close to the Mount Edgecombe ferry crossing and has historically been a popular choice for people wishing to visit Mount Edgecombe, whilst also enabling overnight parking for local residents. Unfortunately, as a result of no restrictions and being free to use, vehicles frequently park for excessive periods of time meaning visitors are rarely able to use the car park.

Consistency of Charges

- 3.9. There is an inconsistent approach to applying car parking charges to motor vehicles in the city. A motorcycle can currently park within a pay and display bay without payment, whereas any other motor

vehicle is required to pay. In some areas of the city, such as Plymouths West End, traders have voiced concern that motorcycles occupying pay and display bays prevent other shoppers from parking.

- 3.10. Plymouths Traffic Orders do not exempt motorcycles from parking charges when parking within pay and display bays; however, the Council has historically not applied charges to motorcycles as payment options were limited and challenges with the requirement to display tickets on bikes.
- 3.11. To better understand the position on charging motorcycles within pay and display bays, benchmarking was undertaken in January 23 with 26 other Councils (**Appendix A**) as part of the 'Key Cities' group in relation to On Street, Off Street and Residents Parking (Birmingham, Blackpool, Bournemouth, Brighton, Bristol, Cambridge, Canterbury, Cardiff, Coventry, Derby, Doncaster, Exeter, Liverpool, Manchester, Newcastle, Newham, Norwich, Nottingham, Oxford, Poole, Portsmouth, Reading, Southampton, Torbay, Wolverhampton, Worcester). The benchmarking identified 15 of the 26, Authorities also applied parking charges to motorcycles (Appendix A)

4. PROPOSALS

Cost of Delivering Services

- 4.1. In accordance with the Councils Fees and Charges policy, and in accordance with the decision approved at Cabinet on 10th November 2022, all parking fees are to be subject to annual CPI (Consumer Prices Index) increases to seek to keep pace with the cost of delivering services. In accordance with the Councils Fees and Charges policy increases are proposed to be implemented in practical monetary values that make sense to customers. The proposed charges are:

Figure 1 – Inflationary Increases to On Street Parking Fees and Services

Service / Tariff	Current Charge	New Charge
On Street Parking	£2 per hour	£2.20
On Street Overnight Fee	£2	£2.20
On Street All Day Parking	£15	£16.50
Residents Parking Permit	£41	£45
Residents Daily Visitor Ticket	£2	£2.20
Resident Visitor Ticket (1 st Book)	£20	£22
Resident Visitor Ticket (2 nd Book)	£35	£38.50
Resident Visitor Ticket (3 rd Book)	£45	£49.50
Hotel & Guest House Tickets	£7	£7.70
Business Permits – Long Stays	£400	£440
Business Permits – Short Stays	£200	£220
Business Visitor Permit	£2	£2.20
Health & Home Care – Long Stay	£150	£165
Health & Home Care – Short Stay	£100	£110

Figure 2 – Inflationary Increases to Off Street Parking Fees

Group	Car Parks	Tariff	Current Charge	New Charge
Group A Car Parks	Derry's Cross*, Elphinstone*, Exchange St, Guildhall, Mayflower House Court*, Mayflower St (East)*, North Hill*, Regent St*, St Andrews and Theatre Royal *	2 hours	£2.80	£3.00
		3 hours	£3.50	£3.80
		4 hours	£4.80	£5.20
		6 hours	£6	£6.60
		24 hours	£12	£13
		*Weekly	£50	£55
		*Monthly	£150	£165
Group B Car Parks	Bretonside (B), Bretonside (C), Civic Centre, Colin Campbell Court, Cornwall St East and West, Courtney Street, Marks and Spencer, Mayflower St (West)	(Daytime)		
		1 hour	£1.50	£1.65
		2 hours	£2.70	£2.90
		3 hours	£3.50	£3.85
		(Evening)		
		1 hour	£1.50	£1.65
		2 hours	£2.70	£2.90
Over 2 hours	£3.50	£3.85		
Group C Car Parks	Western Approach	1 hour	£1	£1.10
		2 hours	£2	£2.20
		3 hours	£3	£3.30
		4 hours	£4	£4.40
		24 hours	£5	£5.50
		Weekly	£25	£27.50
		Monthly	£50	£55
Car Parks - Others	Plymouth City Market	(Daytime)		
		15 mins	25p	30p
		30 mins	50p	60p
		45 mins	75p	80p
		1 hour	£1	£1.10
		2 hours	£2	£2.20
		(Evening)		
	1 hour	50p	55p	
	2 hours	£1	£1.10	
	Over 2 hours	£1.50	£1.65	
	Martin Street	1 hour	£1.20	£1.30
		2 hours	£2.40	£2.65
		3 hours	£3.60	£4
		24 hours	£4	£4.40
		Monthly	£79	£87
		Quarterly	£199	£219
		Semi-annually	£349	£385
	Annually	£679	£714	
	Mutley Barracks	2 hours	Free	Free
		3 hours	£3	£3.30
		4 hours	£4	£4.40
	Napier Terrace	2 hours	Free	Free
		3 hours	£3	£3.30
4 hours		£4	£4.40	
Daily		£5	£5.50	
Monthly		£50	£55	
Broadway (Long Stay)	Daily	£3	£3.30	
	Annual	£400	£440	
Meavy Way	1 hour	£1	£1.10	
	2 hours	£2	£2.20	
	Daily	£3	£3.30	
	Monthly	£40	£44	

	Lipson Road	3 hours Daily Monthly	Free £5 £50	Free £5.50 £55
	City Business Park	1 hour 5 hours Daily	£1 £2 £3	£1.10 £2.20 £3.30
	East End Business Park	1 hour 5 hours Daily	£1.50 £3 £4	£1.65 £3.30 £4.40
	William Prance Road	12 hours	£2	£2.20

- 4.2. When deciding upon proposed changes to parking on 10th November 2022, Cabinet did not approve proposals to remove Annual Visitor Permits but set out that the cost for an Annual Visitor Permit was to be brought in line with the cost of Annual Residents Permits to ensure consistency, fairness, and equity in resident parking. It is therefore proposed to increase the cost of the Annual Visitor Permits so they are always charged the same rate as Annual Residents Permits.

COST RECOVERY & INVESTMENT

- 4.3. Considering the principal of cost recovery, is it proposed to introduce 'low level' charges within a number of the city's leisure car parks, where it is proposed to:

Mount Batten, Jennycliff and Devils Point Car Parks

- 4.4. To introduce charges (see figure 3) within the Mount Batten, Devils Point and Jennycliff car parks. In doing so it is also proposed that the Council commit to establishing a programme of investment to deliver a range of improvements to these car parks.
- 4.5. It is reasonable to assume that the introduction of charges within the Mount Batten car parks alone, would increase demand/encourage migration to On Street parking where charges do not apply. Lawrence Road currently has no restrictions and vehicles are known, on occasion, to inconsiderately which adversely impacts on access routes for local bus services. It is therefore proposed to introduce pay and display parking along Lawrence Road, within clearly demarked pay and display bays, helping to deter inconsiderate parking and keep bus routes accessible.

Figure 3 – Proposed charges Mount Batten, Jennycliff, Devils Point and Strand Street

Type	Location/Car Park	Tariff	New Charge
On Street	Lawrence Road	Hourly charge	£2.20 per hour
Leisure Car Parks	Mount Batten Beach, Mount Batten Pier, Jennycliff and Strand Street car parks	2 hours 4 hours 24 hours	£1.50 £3 £4
	Devils Point car park	2 hours 4 hours 24 hours	Free £3 £4

- 4.6. A number of these car parks are known to be in poor condition. Through introducing charges to these car parks, it is proposed that the Council commits to delivering a range of improvements within these car parks to raise customer experience.

Strand Street Car Park

- 4.7. To support visitors currently unable to use the car park it is proposed to apply charges consistent with proposals for other Leisure car parks, deter vehicles which park for extended periods as it is free to do so.

It is also proposed to support residents through an exemption of charges for resident zone T permit holders between the hours of 6pm and 9am, enabling residents to use the car park without payment.

CONSISTENCY OF CHARGES

Motorcycle Parking

- 4.8.** There are now a number of ways in which a motorist can pay for parking and a number of car parks have already migrated to 'ticket less' parking, where you do not need to display any tickets. Works are also underway, as part of the Parking Modernisation and Environment Plan, to replace aging On Street payment systems with new systems, that offer further payment options and ticketless parking. It is therefore proposed to: -
- 4.8.1.** To require motorcycles to pay for parking in all pay and display bays, within all car parks, with effect from 1st April 2023 where all car parks will be 'ticketless'.
 - 4.8.2.** To require motorcycles to pay for parking within all On Street pay and display bays upon completion of works to replace all On Street payment meters, offering further ways to pay and ticketless operation. This is currently expected to be completed from June 2023.
 - 4.8.3.** That the charges only apply to motorcycles parking within pay and display bays, no charges will apply within dedicated motorcycle parking locations.
 - 4.8.4.** The Council reviews current motorcycle parking provision to consider where it may be feasible to introduce additional motorcycle parking within the city centre.

PARKING MANAGEMENT

Life Centre Car Park

- 4.9.** It is proposed to introduce charges at the Life Centre that are consistent with charges proposed at the Milehouse car park, a charge of £1 for 24 hours parking. Whilst introducing a charge of £1 for Life Centre customers, this charge will help to prevent non-Life Centre users from migrating to the Life Centre car park, creating challenges for Life Centre users.

Strand Street Car Park

- 4.10.** It is proposed to introduce charges, charges consistent with the proposed charges for leisure car parks (see figure 4), within Strand Street car park. Introducing charges will ensure the churn of vehicles and enable more visitors to use the car park. To support residents of Residents Zone T, it is also proposed to exempt Zone T permit holders from charges between the period of 6pm and 9am each day.

Figure 4 – Proposed charges Strand Street

Location	Tariff	New Charge
Strand Street car park	2 hours	£1.50
	4 hours	£3
	24 hours	£4

5. NEXT STEPS

- 5.1.** The Council will publish a notice of variation setting out that, not less than 21 days from the date of the notice publication, new charges will apply to On Street parking, parking permits and to Off Street parking fees.

- 5.2. The proposed introduction of new On Street and Off Street charges will be subject to an amendment to the On Street and Off Street Parking Traffic Orders, where the Council will undertake statutory consultation.

6. FINANCIAL IMPLICATIONS

- 6.1. Changes implemented from December 2022 under the Parking Modernisation and Environment Plan sought to restore levels of income to those experienced pre Covid-19, to protect key services reliant on income from parking. Proposals as set out within this report seek to drive new net income to mitigate increases in the cost of delivering services, where net income from parking is critical to the delivery of key services.
- 6.2. Whilst it is not possible to accurately forecast the impact of all these proposals, as it is not possible to pre-determine customer behaviour, all of the proposals set out within this report are expected to realise £463k of income (gross) in 2023/24; a net benefit of £423k factoring in costs of 40k to implement these proposals (advertisings, system configuration, signing and new payment systems). The costs to implement these proposals will be met through income received following the implementation of the proposals.
- 6.3. The proposed inflationary increases to On Street charges, Off Street charge, permits and charges to motorcycles is expected to generate £350k in 2033/24.
- 6.4. The remaining £113k is expected to be generated from the proposed introduction of charges in leisure car parks in 2023/24. These proposals will be subject to a further Executive Decision, a decision taken in consideration to any representations received during the consultation, to determine whether these proposals are implemented.

7. RECOMMENDATIONS

- 7.1. It is the recommendation of this report:
 - 7.1.1. Implement inflationary increases to On Street pay and display charges with effect from 1st April 23;
 - 7.1.2. Implement inflationary increases to Off Street charges and parking permits from 10th April 23;
 - 7.1.3. To advertise and consult on proposed new charges within Lawrence Road and Mount Batten, Devils Point, Jennycliff and Strand Street car parks
 - 7.1.4. Motorcycles to be required to pay for parking, when parked within chargeable parking bays within Council car parks, from 1st April;
 - 7.1.5. Motorcycles to be required to pay for parking, when parked within On Street pay and display bays, upon completion of the current replacement of On Street parking meters, currently expected to be by 1st June 2023;
- 7.2. Upon conclusion of the statutory consultation for the proposed introduction of new charges, to present a report to the Cabinet Member with responsibility for Parking, to consider all representations received during consultation, to determine whether to implement these proposals.

APPENDIX A – BENCHMARKING

Street Parking	
Council	1 hour
Blackpool	£1.50
Portsmouth	£1.70
Wolverhampton	£1.80
Torbay	£1.90
Coventry	£2.00
Doncaster	£2.00
Exeter	£2.00
Plymouth	£2.00
Southampton	£2.00
Bournemouth	£2.10
Cardiff	£2.10
Poole	£2.10
Derby	£2.30
Newham	£2.30
Canterbury	£2.40
Liverpool	£2.40
Nottingham	£2.40
Norwich	£2.50
Newcastle	£2.70
Reading	£2.70
Manchester	£3.00
Birmingham	£3.60
Cambridge	£3.60
Bristol	£4.00
Brighton	£5.10
Oxford	£6.00

Off Street Parking	
Council	1 hour
Poole	£1.00
Torbay	£1.40
Blackpool	£1.50
Doncaster	£1.50
Plymouth	£1.50
Wolverhampton	£1.50
Portsmouth	£1.60
Southampton	£1.60
Derby	£2.00
Coventry	£2.00
Newcastle	£2.00
Norwich	£2.00
Cardiff	£2.10
Reading	£2.30
Newham	£2.30
Liverpool	£2.40
Bristol	£3.00
Bournemouth	£3.00
Cambridge	£3.00
Canterbury	£4.00
Manchester	£4.50
Oxford	£4.50
Brighton	£5.00
Exeter	N/A
Birmingham	N/A
Nottingham	N/A

Motorcycle Charging	
Council	Yes / No
Birmingham	No
Blackpool	Yes
Bournemouth	Yes
Brighton	No
Bristol	Yes
Cambridge	Yes
Canterbury	Yes
Cardiff	Yes
Coventry	Yes
Derby	Yes
Doncaster	No
Exeter	Yes
Liverpool	Yes
Manchester	Yes
Newcastle	Yes
Newham	No
Norwich	No
Nottingham	No
Oxford	No
Plymouth	No
Poole	Yes
Portsmouth	No
Reading	No
Southampton	Yes
Torbay	Yes
Worcester	Yes
Wolverhampton	Yes