

PLYMOUTH CITY COUNCIL

Subject: Modernisation & refurbishment of Western Approach car park
Committee: Cabinet
Date: 12 July 2011
Cabinet Member: Councillor Wiggins
CMT Member: Director of Development and Regeneration
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Ref: WACPPOF
Key Decision: No
Part: I

Executive Summary:

This report seeks cabinet approval for a £350k 'invest to save' capital scheme to modernisation and refurbish Western Approach multi-story car park.

Corporate Plan 2011-2014

These proposals support the delivery of the Council's Priorities, in particular "Delivering Growth" (Ensure land, property and transport infrastructure is in place to support growth and that jobs and wealth targets are met).

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

This £350,000 scheme is to be funded as a capital 'invest to save' initiative, with the annual project cost being charged to the car park trading account. It is estimated that the scheme will generate net savings and surplus income to cover this amount.

Other Implications: e.g. Section 17 Community Safety, Health and Safety, Risk Management, Equalities Impact Assessment, etc.

No further implications. An EIA has been carried out in respect to the modernisation and improvement works proposed at the car park.

Recommendations & Reasons for recommended action:

It is recommended that Cabinet recommend this capital scheme for approval to Council on 25 July 2011.

Alternative options considered and reasons for recommended action:

No alternative options considered. Not approving this scheme would not support the delivery of the Council's priorities, in particular "Delivering Growth", would not support the economic wellbeing of the city centre, particularly the West End, and would not support shoppers, retailers and provide customers with a high quality and value choice to private sector competition.

Background papers:

Briefing report

Sign off:

Fin	SG/ Dev F11 120 011. 15.0 6.11	Leg	JTR	HR		Corp Prop		IT		Strat Proc	
Originating SMT Member: Clive Perkin											

1. INTRODUCTION

- 1.1. This report seeks Cabinet approval for a £398k capital 'invest to save' scheme at Western Approach car park.

2. BACKGROUND

- 2.1. Plymouth City Council's parking service has been through a period of significant change and modernisation. These changes have seen the introduction of new systems and technology to improve the service, drive efficiency and further improve the customer experience. Since 2008/9 a total investment of £911k has been made in modernising and improving our car parks and the customer experience. These improvements have included: -
 - 2.1.1. A £641k modernisation and improvement of the Theatre Royal car park including the introduction of a pay on foot payment system (widely regarded as the customers most preferred system of payment), dedicated floor for parents and toddler parking, brand new customer lift, new CCTV system, new customer signage and improved decoration throughout and the Council's first permanently staffed car park with a team of customer service staff available to assist customers.
 - 2.1.2. A £120k modernisation and improvement of the Regent Street car park including the introduction of a pay on foot system, improved CCTV, new customer signage and improved decoration throughout.
 - 2.1.3. A £150k investment in new state of the art payment machines for the pay and display car parks. The new, easier to use machines, expand the number of car parks which accept debit, credit and/or contactless payments and negate the need to have change to hand.
 - 2.1.4. Mobile phone payment for parking was introduced in July 2010 making payment for parking even more convenient. This system enables customers to make payment for parking easily and conveniently over a mobile phone and was launched across all pay and display car parks. This system negates the inconvenience of the customer to cut their trip short to return to the car park to 'top up' their time, or to call an end to their trip or, in some cases, simply run the risk of a parking ticket.

3. CURRENT POSITION

- 3.1. On 20 May 2011 the Capital Delivery Board approved a £398k 'invest to save' scheme to deliver a range of modernisation and improvement works at Western Approach car park.

4. PROPOSAL

- 4.1. The proposed refurbishment scheme is centred around improving customer experience through a range of modernisation and improvement works which include: -
 - 4.1.1. Introduction of a pay on foot payment system, as used at both Theatre Royal and Regent Street car parks, which only charges customers for their period of stay, at the end of their visit, and provides a greater range of payment methods.
 - 4.1.2. A new customer services office will be built, similar to the 'Customer Services Lodge' within the Theatre Royal car park, raising customer service and experience.

- 4.1.3. New lighting and CCTV cameras will be installed on the parking floors and in corridors and walkways. Images will be displayed within the Councils main CCTV Control Centre and within the new customer service office; with monitors placed in such a way to further reassure customers of a safe and secure experience.
- 4.1.4. The internal décor will be thoroughly refurbished with columns with newly painted Parking floors, columns and walkways.
- 4.1.5. New customer focused signage will be installed throughout the car park.
- 4.2. This scheme is expected to be completed during September 2011. This would see the scheme completed in time to support some of this years key events, Christmas shopping and support the general wellbeing of the City Centre; particularly the West End businesses, retailers and shoppers.
- 4.3. The delivery of this scheme will significantly improve the customer experience within Western Approach car park and, through maintaining value parking tariffs, will encourage greater use and give customers a further choice to private sector competition; through the provision of high quality, value, safe and secure parking.
- 4.4. This scheme supports the Councils accommodation strategy, where the creation of new office space will see some staff will relocate to the car park, reducing occupancy within the Civic Centre. The relocation of operational staff to the car park will deliver efficiencies within our decriminalised parking operation.
- 4.5. The scheme will improve customer service and experience through provision of a new, customer friendly, payment system which will accept a greater range of payment options including coins, notes and credit/debit cards. The transfer to a pay on foot payment system will significantly reduce the risk of customers receiving penalty charge notices which may currently be issued to customers whom exceed their purchased stay, or may even not purchase a pay and display tickets, as the car park is barrier controlled and ensures compliance.

5. RECOMMENDATION

- 5.1. It is recommended that Cabinet recommend this capital scheme for approval to Council on 26th July 2011.

6. FINANCIAL IMPLICATIONS

- 6.1. The total cost of this scheme, including all works and the full borrowing costs, is £398k. This scheme will generate savings, through increased turnover and reduced operating costs, of £398k within 4 years (by 31 March 2015). Figure 1 below illustrates the savings generated over the 4 years.

Figure 1 – Payback Period

Year	2011/12	2012/13	2013/14	2014/15	Total
Saving	£69k	£88k	£108k	£133k	£398k