

PLYMOUTH CITY COUNCIL

Subject:	Parking Modernisation Plan
Committee:	Cabinet
Date:	6 December 2016
Cabinet Member:	Councillor Ricketts
CMT Member:	Anthony Payne (Strategic Director for Place)
Author:	Mike Artherton, Parking & Marine Service Manager
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Key Decision:	N/A
Part:	I

Purpose of the report:

As part of the Council's ongoing modernisation and improvement agenda, this report presents a number of changes to parking services. The Parking Modernisation Plan includes a package of measures and new features covering business and hotelier permits; Blue Badge tariffs; the standardisation of on-street parking charging periods; simplification of off-street parking tariffs; and the revision of parking charges. This Plan follows on from previous work to modernise the service and is expected to generate an additional net income of £655,000 in 2017/18.

The Corporate Plan 2016 - 19:

The Parking Modernisation Plan supports the Council in achieving the Corporate Plan objectives of a **Growing** and a **Pioneering Plymouth**. The proposals include the adoption of innovative technology to improve service delivery and customer experience, providing modern, efficient services that support businesses and residents.

In 2016 the Service won an award in recognition of support for people with Dementia by introducing 'dementia friendly parking bays' and carrying out training for front-line staff in Dementia awareness. This demonstrates the Service commitment to the Council's objective of being a **Caring Plymouth**.

The Plan supports the Council's values, and is **Democratic** as it will enable a responsive service to meet the needs of residents, businesses and visitors.

It is **Responsible**, in that the impact of the changes will be carefully considered and clearly communicated.

It demonstrates Plymouth City Council's commitment as a **Partner** through working with Plymouth Chamber of Commerce, Plymouth Waterfront Partnership, Plymouth City Centre Company, Association of Barbican Businesses, Plymouth Hospitality Association, and PADAN (Plymouth Area Disability Action Network) and others to develop and deliver the changes in the Plan.

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

The changes described in the Plan are expected to cost £25,000 to implement as a one-off cost in the first year, to replace signage and prepare Traffic Regulation Orders, and will generate an additional net income of £655,000 in 2017/18.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

Any measures introduced will fully comply with health and safety and risk management procedures.

Equality and Diversity

Has an Equality Impact Assessment been undertaken? Yes - attached

Summary of Equalities Impact Assessments

Groups that are likely to be impacted by these changes will be directly involved as part of the Council's ongoing engagement and consultation, over and above the required statutory consultation.

Recommendations and Reasons for recommended action:

Cabinet agrees –

1. to undertake 21 day consultation beginning January 2017 on proposals for change as set out in the Parking Modernisation Plan;
 2. That following consultation and consideration at scrutiny, final recommendations will be considered by Cabinet for decision in February 2017.
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Alternative options considered and rejected:

The Parking Modernisation Plan comprises a carefully balanced package of measure that are designed to simplify and standardise the Council's parking offer. Failure to agree the proposals will mean that the service will not keep pace with customer expectations, and opportunities to update processes with the introduction of new technology will be missed.

Published work / information:

List (and include a hyper link) to published work / information used to prepare the report

Background papers:

Title	Part I	Part II	Exemption Section Number						
			1	2	3	4	5	6	7

None										
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Sign off: comment must be sought from those whose area of responsibility may be affected by the decision, as follows (insert references of Finance, Legal and Monitoring Officer reps, and of HR, Corporate Property, IT and Strat. Proc. as appropriate):

Fin	djn16 17.48	Leg	LS/2 6954 /JP/ Nov 16	Mon Off	DV S 26 96 6	HR		Assets		IT		Strat Proc	
Originating SMT Member Lou Hayward, Assistant Director – Street Services													
Has the Cabinet Member(s) agreed the contents of the report? Yes													

The Parking Modernisation Plan

1. Executive Summary

As part of the Council's on-going modernisation and improvement agenda, a number of changes are being introduced to make parking services clearer, simpler and more convenient for customers. The parking service has already undergone significant modernisation over the last seven years, including a £1.3million investment in systems and technology for items such as online permits and payments, and CCTV. The next phase of service improvements includes measures such as standardising and simplifying charging periods, issuing parking permits online, and providing greater flexibility for customers to select the best parking options for their needs.

On street and off street parking charges have remained static since 2011. The proposal includes increasing charges by just 10 pence per hour, but this is coupled with far greater flexibility through the introduction of new features such as transferrable tickets, a clearer pricing structure, and the ability to 'over-pay' and extend parking stays incrementally to suit individual circumstances at less cost. All of these measures will result in a fairer, more transparent, modern and convenient service for motorists living and working in, or visiting the City.

The modest increase in charges is projected to generate additional income equivalent to £655,000 net, with an initial one-off implementation cost of £25,000. (See Appendix A for the breakdown of income).

2. Plymouth Plan

The Plymouth Plan sets out the overarching long term vision for the city to 2034 and beyond. The City's ambition is for the population to grow from the current level of 262,172 to over 300,000 by 2034, and for the number of households to rise from 117,432 to circa 132,926 over the same period. The on-going modernisation of parking services supports the objectives of the Plymouth Plan by ensuring that the City prepares for growth in a sustainable way, supporting access to businesses and services, and encouraging visitors, whilst reducing congestion and providing safe, affordable parking.

3. Corporate Plan

The Parking Modernisation Plan supports the Council in achieving the Corporate Plan objectives of a **Growing** and a **Pioneering Plymouth**. The proposals include the adoption of innovative technology to improve service delivery and customer experience, providing modern, efficient services that support businesses and residents.

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The Plan supports the Council's values, and is **Democratic** as it will enable a responsive service to meet the needs of residents, businesses and visitors.

It is **Responsible**, in that the impact of the changes will be carefully considered and clearly communicated.

It demonstrates Plymouth City Council's commitment as a **Partner** through working with Plymouth Chamber of Commerce, Plymouth Waterfront Partnership, Plymouth City Centre Company,

Association of Barbican Businesses, Plymouth Hospitality Association and PADAN (Plymouth Area Disability Action Network) and others to develop and deliver changes in the Plan.

4. Plymouth’s Current Parking Services

The Councils’ Parking Service provides parking for 5,800 vehicles across 47 car parks, and 15 city centre sites, including 4 multi-storey car parks, and a further 32 outer and district locations.

The Service also manages over 1,500 on street pay and display spaces and disabled bays and 55 Controlled Parking Schemes, as well as issuing permits for residents, business and visitors, and administering the Blue Badge Scheme and disabled driver parking spaces. Last year the Service processed over 25,000 parking permits and 5,000 Blue Badge applications, and issued 65,000 fines.

5. The approach to modernising the service

The changes to the service cover a number of areas:

- a. Business Permits
- b. Hotelier Permits
- c. On-Street Tariffs
- d. Blue Badge Tariffs
- e. Parking Charges

a. Business Permits

The Council provides various concessionary parking permits to support local businesses, the costs of which have not increased since 2007/8. As part of the ongoing service improvements, a number of changes are being introduced that will make the permitting system faster, simpler and more flexible.

In future, business permits will be processed and registered online, in the same way as DVLA vehicle tax discs. This avoids the need to visit the council offices to make applications, and means that the process is faster with permits being valid as soon as the payment is received. It also means that permits don’t have to be displayed in the vehicle, and the system will issue an automatic renewal reminder.

In addition, the choice of permits will be reduced from four to two, as shown below, and a new business visitor permit will be available, providing up to 2 hours parking within the zone of the registered business which can be used for pick-up and drop-off of goods, or by visiting tradesmen for example.

Business Permit (Short Stay)	Business Permit (Long Stay)
2 Hours Max Stay 2 hours no return	No Maximum stay outside zone of registered business. 5 Hours Max Stay, no return 2 hours, within Zone of Business
£150 per Permit (Annual) £40 per Permit (Weekly)	£300 per Permit (Annual) £75 per Permit (Weekly)

b. Hotelier Permits

The Council provides hotels and guest houses with concessionary parking permits known as a Daily Visitor Permits (DVTs) which they can issue to their guests. The cost of visitor permits has not increased since 1994 and currently stands at £2 per day, which is significantly cheaper than the full day parking rate of £14.

A recent review found that there was a lot of inconsistency across the City, with some hoteliers selling permits on for more than the original price. In the future, hotelier permits will also be issued online, making it much fairer, faster, simpler and more convenient. The new permits will be valid until 10am instead of the current 8am, allowing guests more time to check out of their hotel or guesthouse, and the cost will be standardised at £5.

c. On-Street Tariffs

The hourly rate for on street parking is consistent across the city, however there are eleven different variations of the hours when charges apply. These variations can cause confusion, with charging times varying from one street to another, and even along different parts of the same street. Every variation requires separate signage which can be misleading for the public, and costly for the Council to maintain.

In order to standardise hours, on street parking charges will apply between 8am and 6pm, and a flat rate of £2 for evening/overnight parking will apply between 6pm and 8am. The exception to this will be areas around the waterfront along Hoe Road and Madeira Road, which will remain free to allow people to take advantage of access to the foreshore.

A further enhancement will be to introduce 'transferrable tickets'. A ticket purchased in one location will be valid for parking in another location if there is time left on it, and as long as it doesn't exceed the maximum stay rules for that location.

A final new feature will be the introduction of 'smart meters' to enable customers to extend their stay to exactly match their requirements by 'over-paying' for parts of an hour. Instead of motorists paying for up to the nearest hour, they will be able to top up incrementally to increase their length of stay.

d. Blue Badge Tariffs

Plymouth City Council currently provides free parking to Blue Badge holders within all pay and display car parks, which is at odds with council practices elsewhere in the South West, and with private car parks in Plymouth. The exceptions to this are in the Theatre Royal, Regent Street, Mayflower East and Western Approach car parks where charges currently apply. Feedback from PADAN has suggested that Blue Badge holders would be prepared to pay for parking, or for an annual permit, providing that the Council supports disabled access to essential services such as doctors' surgeries and pharmacies.

In future, car park charges will apply to all Blue Badge holders but motorists will be allowed extra time, up to an hour after the expiry of the purchased ticket, by way of a 'reasonable adjustment'. In addition, residents who are eligible to receive a Blue Badge and who live with the Plymouth City boundary will be able to buy a permit that will allow free parking in all the Council's pay and display car parks for just £40 per year. The permit will be registered to a specific vehicle.

e. Parking charges

Council parking charges have not increased since March 2011, and these will now increase by just 10p per hour, and will be accompanied by some adjustments to provide a more tailored offer in a number of the City's car parks.

The one hour tariff in the City's long stay car parks will be removed (affecting Theatre Royal, Regent Street, Western Approach, Mayflower West, Mayflower East, Derry's Cross, Elphinstone and North Hill car parks) as these car parks are not intended for short stay parking which is catered for in other car parks or on-street.

The increase in charges will mean that the cost of parking in the Guildhall, Colin Campbell Court, Mayflower Court, and Woolworths East car parks will rise to £1.30 per hour, up to a maximum of £3.30 for a three hour stay.

For all long-stay City centre car parks, including the 'premium' car parks, Regent Street and Theatre Royal, the costs will range from £2.40 for the minimum 2 hour stay, to £3.30 for 3 hours. For Mayflower West, Mayflower East, Derry's Cross, Elphinstone and North Hill long-stay car parks, the cost of the maximum stay of 'up to 6 hours' will be reduced from £4 to £3.50

6. Communications and engagement

The changes in this Parking Modernisation Plan will be subject to statutory consultation under the Road Traffic Act. Details of the proposed changes will be published in the local media and at the specific locations affected (i.e. On Street and within car parks), setting out what the Council is proposing to do, why, and how to make comments on any of the proposals during the 21-day consultation period.

However, alongside the statutory consultation the Council will also carry out effective and meaningful engagement with residents, the public, businesses and other stakeholders to help ensure the successful implementation of the Parking Modernisation Plan, which includes a wide range of proposals.

In order to convey the key messages and ensure effective engagement, meetings will be arranged with key stakeholder groups including, but not limited to: -

- Plymouth City Centre Company
- Plymouth Chamber of Commerce
- Plymouth Waterfront Partnership
- Plymouth Hotelier Association
- PADAN (Plymouth Area Disability Action Network)
- Association of Barbican Businesses
- Plymouth Hospitality Association
- Destination Plymouth
- Bed and Breakfast Association.

Front line Parking Services staff will act as 'communications champions' to provide help and advice on the proposals. Staff and Member briefings, and good engagement will be key to the successful implementation of these changes.

3. Conclusion

The changes introduced by this Plan will ensure that the Council's Parking Services keep pace with changing demands and make best use of modern technology so that they are convenient, responsive and cost effective for customers. The changes provide greater clarity and fairness, and despite the modest increase in charges, the Council still provides an extremely good value for money and competitive service.

Appendix A

Breakdown of expected increased income resulting from the changes in the Parking Modernisation Plan

Measure	Projected additional income
Business Permits	£120k
Hotelier permits	£40k
On-street Tariffs	£50,000
Blue Badge	£270,000
Parking charges:	
On street	£30,000
Off street	£170,000
Total income	£680,000
One-off year 1 costs	£25,000
Total net income	£655,000