

ON STREET / OFF STREET TARIFF CHARGE PROPOSALS

1 Summary

- 1.1 To seek approval for increased tariff charging for on and off street parking. The increase in revenue will help reduce the under achievement of the Parking Service budget and will increase Medway Councils annual income levels. The increased tariff charges will also bring Medway Council closer to our neighbouring Councils, but yet we will still remain as one of the lowest charging Council in Kent. This paper also makes recommendations to help increase usage in car parks where spaces are available.
- 1.2 The tariff charges have remained at the same level for four years and are considered low in comparison to our neighbouring Councils. In a recent visitor survey at Rochester a number of visitors commented on how surprisingly cheap our parking is. We provide an excellent range of on and off street parking facilities all of which require regular investment to keep them at the standard customers expect.

2 Recommendations - On Street

- 2.1 To **increase** on street tariffs by ten pence per hour throughout the borough as a whole.
- 2.2 To **expand** our on street pay and display facilities to include the following locations;
- Wood Street/Brompton Road - 4 x machines required
 - Station Road, Strood - 2 x machines required
This will accommodate over flow from the hospital parking facilities
 - York Avenue - 4 x machines required
This will accommodate over flow from the hospital.
 - Windmill Road - 2 x machines required
This will accommodate over flow from the hospital.
 - Marlborough Road - 3 x machines required
This will accommodate over flow from the hospital.
- 2.3 Cost implications:
Pay & Display machines cost £2500 each. To accommodate all of the above locations would require £37,500, this would be recouped through the Pay and Display tariff charges.

3 Recommendations – On Street Tariffs

3.1 Rochester On Street Pay and Display

Existing Tariff Band	Existing Cost	Proposed Cost
0-1	40p	50p
1-2	70p	80p
2-4	100p	110p
4-6	130p	140p
6-8	220p	230p
8+	290p	300p

3.2 Gillingham On Street Pay & Display

Existing Tariff Band	Existing Cost	Proposed Cost
0-1	60p	70p
1-2	80p	90p
2-4	110p	120p
4-6	140p	150p
6-8	230p	240p
8+	300p	310p

3.3 Chatham – On Street Pay & Display

Existing Tariff Band	Existing Cost	Proposed Cost
0-1	60p	70p
1-2	80p	90p
2-4	110p	120p
4-6	140p	150p
6-8	230p	240p
8+	300p	310p

4 Recommendations – Off Street

4.1 To **extend** the **Rochester** car parks to a seven-day operation (currently 6 days).

4.2 To **extend** the hours of operation for **Chatham** Town Centre car parks to 22.00 hours (**currently to 7pm**).

4.3 To **extend Rainham and Gillingham** car parks to a seven-day operation (currently 6 days) and extend the hours to 22.00. (Excluding Britton Farm) and provide an **evening permit** for residents similar to Rochester at a cost of £15.

4.4 **New Tariff charges for Rochester, Strood, Gillingham and Rainham**
 0-1 hour remains at 40p,
 1-2 hours increases by 20p,
 Each hour thereafter increases by 10p.

Full details are shown in 6.1 below.

4.5 **New Tariff charges for Chatham**
 0-1 hour remains at 60p,
 1-2 hours increases by 20p,
 Each hour thereafter increases by 10p.

5 Options

5.1 New Tariff Structure for Rochester.

Rochester Short Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
Blue Boar Lane	0-1	40p	40p
Cathedral	1-2	70p	90p
Almon Place	2-4	100p	110p
Boley Hill	4-/5	110p	120p
Rochester Long Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
High Street 1	0-1	40p	40p
High Street 2	1-2	70p	90p
Berkeley House	2-4	100p	110p
Easons Yard	4-6	130p	140p
King Street	6-8	220p	230p
Union Street	8+	290p	300p

5.2 New Tariff Structure for Rainham, Strood and Gillingham.

Short Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
Longley Road	0-0.5	20p	20p
Cricketers	0.5-1	40p	40p
Commercial Road	1-2	60p	80p
Balmoral Gardens	2-4	80p	90p
Long Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
Station Road	0-1	40p	40p
Birling Avenue	1-2	70p	80p
High Street	2-4	100p	110p
Temple Street	4-6	130p	140p
Grove Road	6-8	220p	230p
Croneens	8+	290p	300p

5.3 New Tariff Structure for Chatham

Chatham Short Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
James Street	0-1	60p	60p
Rhode Street	1-2	80p	100p
Sir John Hawkins	2-4	110p	120p
The paddock	4-5	120p	130p
Globe Lane	5+	500p	500
Chatham Long Stay	Existing Tariff Band (Hours)	Existing Cost	Revised Cost
Riverside	0-1	60p	60p
Town Hall	1-2	80p	90p
Whiffens Avenue	2-4	110p	120p
Queen Street	4-6	140p	160p
Sticketts Hill	6-8	230p	240p
Union Street	8+	300p	310p

6 Comparison Table

Council / District	Hours	Tariff
Maidstone	0-1	70p
	1-3	140p
	3-4	2.70p
	6-8	230p
Ashford	0-1	60p
	2	200p
	3	300p
	4	400p
Tunbridge Wells	1	60p
	2	120p
	3	180p
	4	200p
	5	300p
	6	360p
Canterbury	1	60p
	2	100p
	3	200p
	4	300p
	5	400p
Shepway	1	85p
	2	170p
	3	255p
	4	340p
	5	425p
	6	510p
Swale	1	80p
	2	120p
	3	150p

6.1 As shown in the comparison table above, even with proposed increase to our tariffs we would still remain competitive with other Councils in Kent.

7 Sunday Charging in Rochester Car Parks

- 7.1 The demand for parking in Rochester in the evenings and weekends is high therefore if Sunday charging were to be introduced this would increase income and also enable an element of control as the car parks would then have a council presence at varying times.

Currently we have 250 parking spaces
Proposed charges for 2-4 hours is £1.10
Assuming we have a turnover of 200 vehicles utilising our Rochester car parks on a Sunday, this would generate an additional income of approximately £11,000 per year.

- 7.2 Cost implications: Tariff board changes and traffic orders to reflect the Sunday charging, both of which would be a minimal cost.

8 Evening Charging in Chatham Car Parks

- 8.1 Chatham Car parks are frequently utilised by the public during the evenings, introduction of evening charging would be of financial benefit to the Council and would have no effect on the current staffing levels, we would utilise our current staffing levels to carry out enforcement.

Currently we have 515 parking spaces (excluding the multi-storey)
Proposed charges for 2-4 hours is £1.20.
Assuming we have three busy evenings per week and 25% of the parking spaces are utilised this would generate approximately £24,000.

- 8.2 Cost Implications: Tariff board changes and traffic orders to reflect the changes - both of which are a minimal cost.

9 Sunday and Evening Charging in Rainham & Gillingham Car Parks (Excluding Britton Farm)

- 9.1 Rainham and Gillingham car parks are highly utilised by the public for visiting local establishments. Sunday and evening charging would have a financial benefit to the Council.

Currently we have 770 parking spaces
Proposed charge for 2-4 hours is £1.10.
Assuming we have three busy evenings per week and 20% of the parking spaces are utilised this would generate approximately £26,000.

Assuming we have 20% of the parking spaces utilised on a Sunday this would generate £20,000.

- 9.2 Cost Implications: Tariff board changes and traffic orders to reflect the changes - both of which are a minimal cost.

10 Strategy for Underused Car Parks in Chatham & Rochester

- 10.1 **No increase to 0-1 hour charge** (as shown above in 6.5), this will encourage short stay shoppers to utilise the parking facilities.
- 10.2 Add a **3rd charging tier** allowing a three-hour stay, this will enable more choice for the customer.
- 10.3 Implement **Business Permits** for specified long stay Chatham and Rochester car parks at £350 per year, offering quarterly, half yearly and yearly payment plans, this could attract local traders.
- 10.4 Offer **Season tickets** for specific Chatham and Rochester car parks at £300 per year also offering quarterly, half yearly and yearly payment plans. This would attract the regular commuters utilising Chatham and Rochester train stations, Meteor Parking are currently charging £624 per year and they currently have a waiting list due to the high demand, this indicates great potential for Medway Council parking facilities if promoted appropriately.

11 The Brook Multi-storey

- 11.1 In addition to the above recommendations in point 11.4 introduce a **Commercial Vehicle Business Permits** at £450 per year.

12 Charging increases – September 2007

- 12.1 In addition, it is proposed to introduce a 10p increase in all tariff bands from 1 September 2008.

13 Financial Analysis

- 13.1 Each financial year there are ongoing pressures to generate additional income, the proposed tariff changes and extended charging hours above would generate an annual income increase of approximately £186,000. The parking service is currently forecast to underachieve its income target by £114,000 this year. The charges could be implemented following consideration of any views expressed as part of public consultation in November 2007 giving a 5-month financial year effect or £77,500 part year. However it is difficult to put a more accurate figure given that accurately predicting the parking usage is virtually impossible.
- 13.2 The cost of implementing all recommended changes will amount to a total of £47,250 and this would need to be met from the income generated.

14 Legal Implications

- 14.1 There are very limited legal implications involved, there will however be a need for stringent procedures to be followed and a notice to be published to seek to amend the current parking orders. Following any views expressed by the public it is recommended that the decision to proceed or not on the above charges is delegated to the Director of Regeneration and Development in consultation with the Portfolio Holder for Front Line Services.

15 Conclusion

- 15.1 The proposed changes are intended to encourage more frequent vehicle turnover and hopefully attract new customers to commercial areas, as well as improve the prospect of finding available parking places and increase income to the Council to fully fund the parking operation.