Executive Report
Ward(s) affected: n/a
Report of the Director of Environment
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Off-Street Parking Business Plan 2019-20

Executive Summary

The report updates the Executive on progress made in delivering the recommendations approved in January 2018 and seeks approval to changes to arrangements for 2019-20. The report highlights a number of planned improvements, including contactless payment at Bedford Road MSCP, increases in electric charge points and significant investments to maintain the high standard of our car parks. The Guildford Parking Annual Report (Appendix 1) highlights an increase in use of short stay parking of 1.4% and long stay parking of 3.4%. The information set out in Appendix 2 to this report indicates that our parking charges compare well and are better value than most major shopping destinations in the region.

Recommendation to Executive

(1) That the performance of Parking Services in 2017-18, as detailed in Appendix 1 to this report, be noted.

(2) That progress with implementation of changes during 2018-19, as detailed in section 4 of this report, be noted.

(3) That the maintenance work to be undertaken in 2019-20, as detailed in paragraph 5.6 of this report, be noted.

(4) That the following changes to off-street parking arrangements be approved:

Monument - Saturday
(i) the Monday to Saturday ‘daytime’ charge across off-street car parks be held at the current levels, (para 5.2), except at York Road MSCP

(ii) in order to bring the charges at York Road MSCP into line with other town centre car parks, the Monday to Saturday ‘daytime’ charge be increased by 30 pence per hour, from £1.00 per hour to £1.30 per hour and that the
equivalent Monday to Friday and Monday to Saturday season ticket and pre-payment card charges be increased by 5%.

**Sunday**
(iii) the Sunday ‘daytime’ charge that applies to Bedford Road Surface, Bright Hill, Castle, Commercial Road 2, Leapale Road, Old Police Station, Portsmouth Road and Tunsgate car parks be held at the current level.

(iv) the Sunday ‘daytime’ charge that applies to Bedford Road MSCP, Farnham Road, GLive, Lawn Road, Mary Road, Millbrook, Millmead House (front), Robin Hood, St Joseph’s and York Road car parks be amended from £1.50 per visit, to £1.50 for up to 3 hours, and £2.50 for visits between 3 and 6 hours to bring these car parks into line with other town centre car parks (para 5.3).

**North Street**
(v) to bring charges into line with 30 minute on street spaces within the town centre, the Monday to Sunday ‘daytime’ charge that applies to the 30-minute maximum stay Pay and Display spaces in North Street car park be increased by 20 pence per half hour, from 80 pence per half-hour to £1 per half-hour, (para 5.1)

**Reasons for Recommendation:**
To support the Council’s Parking Strategy, ensure a consistent charging mechanism and a pricing differential with on-street short stay parking fees.

### 1. Purpose of Report

1.1 To report on Parking Services performance in 2017-18 (Appendix 1).

1.2 To report on progress in implementing recommendations agreed by the Executive in January 2018 (para 4.1)

1.3 To present information and proposals for the development of off-street parking arrangements for 2019-20 (section 5).

### 2. Strategic Priorities & Future Visions

2.1 The Parking Service contributes to all three fundamental themes of the Council’s Corporate Plan. Effective parking strategies also contribute to the Surrey Transport plan and help mitigate climate change and improve air quality.

2.2 The Annual report (Appendix 1) sets out how the Parking Service has operated to support and deliver the objectives detailed in the Parking Strategy. The aims of the Parking Strategy are to:

- encourage the use of more sustainable transport modes including park and ride
- review the provision of car parks to encourage drivers to park and return directly along main routes using a “drive to, not through” approach
• look to maintain capacity for off-street parking in interceptor car parks which take traffic off the roads before it reaches the town centre thereby reducing congestion and pollution
• provide a range of parking options to support a vibrant economy
• annually review parking tariffs and usage in order to maintain a hierarchy of charges with on-street parking in the town centre having the highest tariff and the cost of parking reducing the further a driver parks from the centre
• keep park and ride fares low compared to parking charges and to promote it as an alternative to parking in or near the town centre
• develop more park and ride sites
• monitor external indicators to ensure that the local economy continues to be successful
• maintain safe traffic flow
• prioritise space for residents, where necessary, and where it is supported by the local community,

2.3 Future areas for development potentially include:

• introducing bus lane enforcement using our CCTV control room
• deploying greater enforcement resource particularly in the evenings and on Sundays
• introducing Sunday restrictions close to the town centre
• using new technology and other changes to improve efficiency
• changing restrictions to give greater priority to permit holders and reduce limited waiting bays

3. Background

3.1 We continue to see growth of car park usage despite increases in tariffs (Appendix 1).

3.2 We have undertaken a comparison of car parking charges in similar locations to Guildford. The results demonstrate that we still remain competitive and provide comparable parking (Appendix 2).

4. Work undertaken in 2018-19

4.1 A summary of the progress made in delivering previous recommendations approved by the Executive is as follows:

<table>
<thead>
<tr>
<th>2018 Business Plan Recommendations</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime tariff increase</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>Season Ticket increase by 3%</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>Contract Parking charges increased</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>Garage charges increase by 3%</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>Controls implemented at Millmead</td>
<td>Completed</td>
<td>Planned completion by April 2019</td>
</tr>
<tr>
<td>Lawn Road car park</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Four hour maximum stay at Sutherland</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2018 Business Plan Recommendations

<table>
<thead>
<tr>
<th>Project Description</th>
<th>Progress</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>System of control in car parks around Stoke Park, Lido Road, Wild Wood, Greenpark, Burchatts Farm Barn and Guildford College</td>
<td>On-going</td>
<td>Planned completion by April 2019</td>
</tr>
<tr>
<td>Controls implemented in Merrow allotment car park</td>
<td>Starting Process</td>
<td>Planned completion by April 2019</td>
</tr>
</tbody>
</table>

Details on some of the above and other work undertaken is as follows:

#### 4.2 Major works

During the past year,
- Tunsgate Quarter redevelopment was completed and the car park below brought back into use,
- redecoration works have been completed at Leapale Road MSCP,
- a right hand traffic signal exit was introduced at Millbrook car park to allow those wishing to depart to the south to do so more easily. This was a joint initiative with Surrey County Council Highways, aimed at reducing congestion around Bridge Street gyration system,
- works have progressed to redevelop Guildford Park car park. (para 4.3)

#### 4.3 Guildford Park Car Park Re-development

Guildford Park car park re-development project has commenced and construction is due to be completed by spring 2020. This development will provide a multi-storey car park of around 520 spaces, and release the remainder of the existing site for housing. As part of the re-development, a number of electric charging points will be installed.

#### 4.4 Contactless payment implementation

Contactless payment was implemented in pay on foot car parks at Castle Street, York Road, Farnham Road and Tunsgate quarter car parks in June 2018.

#### 4.5 Car Park Promotions

To attract Christmas shoppers to Guildford 10 of our car parks offered free car parking from 4pm for the five Thursdays running up to Christmas. This was undertaken in conjunction with "Experience Guildford" initiatives and included posters and notifications to mobile users who have registered on the Guildford App.

#### 4.6 Park & Ride

Parking Services is investigating the possibility of relaxing the planning conditions associated with the various Park & Ride sites to allow services to be expanded and usage increased.

The Park & Ride bus provider introduced a fleet of electric buses in January 2019. In line with the new electric bus service, the bus provider is planning to:
• market and promote the new service and confirm that contactless payments are in place
• New RTPI (Real Time Passenger Information) displays installed showing the bus arrival times for the 300 and 400 routes
• Additional signage for the Onslow site to make the route clearer for drivers approaching the town via the A3

In conjunction with these changes, we are also in the process of making physical improvements to make the site more secure, in order to reduce the possibility of incursions and looking into making changes to staffing arrangements.

4.7 Parking in Parks

The Parks and Countryside Service operate a number of car parks. Increasingly, however, these are being used by commuters, students and those meeting coaches. These uses reduce access for users of the parks including clubs that are based there.

Proposals to introduce controls were drafted and a consultation exercise was undertaken. As a result, the proposals have been amended and the process to introduce controls has commenced.

The changes will include new pay and display machines where appropriate. A parking order will be made 14 days prior to the order coming into effect and responses will be sent out to all those that responded to the consultation. A public notice will be published in the local press as well as on the Council’s website. These changes are planned to come into effect in early 2019.

4.8 Electric Charging Points and Green Car Scheme

Four electric charging points have been installed, two at GLive and two at Millbrook. We currently have 113 residents signed up to the Green Car Scheme, up from 95 in 2017-18. This scheme gives discounted parking and access to exclusive parking spaces for members.

4.9 Maintenance of car parks

Due to their nature, surface car parks are generally cheaper to maintain than our multi-storey facilities. The Corporate Property Services team undertake a range of cyclical inspections and maintenance works, primarily across our multi-storey parking car parks. They also undertake repairs as and when required.

Over the past 12 months, the following major works have been undertaken:

• Leapale Road MSCP – redecoration and new drainage
• Bedford Road MSCP – drainage repairs and mapping completed, gulleys mapped and cleaned
5. Proposals for change 2019-20 (Appendix 3)

Tariff Review

5.1 North Street - Tariff recommended changes
We recommend that the Monday to Sunday ‘daytime’ charge that applies to the 30-minute maximum stay Pay and Display spaces in North Street Car Park be increased from 80 pence per half-hour to £1 per half-hour. This is to keep the charges associated with this particularly convenient car park in line with charges levied in the 30-minute maximum stay on-street parking bays, which are also due to be increased by the same amount.

The average per ticket income price for North Street Car Park is £1, even though the maximum charge is currently 80 pence. This demonstrates that people do not carry lots of change and simply pay using a single £1 coin.

The change is unlikely to derive a significant increase in income. However, it will help maintain our objective of encouraging use of the most appropriate parking provision. It is good practice for the most convenient on and off-street parking spaces to be charged at a higher rate than other car parks. This is also in line with our “drive to, and not through” initiative, ensuring a good turnover of short stay spaces and helping to reduce congestion.

5.2 Monday – Saturday - Tariff recommended changes

York Road – Daily Tariff
We recommend that the Monday to Saturday ‘daytime’ charge across the off-street car parks be held at the present levels, with the exception of York Road MSCP. In York Road MSCP, we recommend that the Monday to Saturday ‘daytime’ charge is increased by 30 pence per hour, from £1.00 per hour to £1.30 per hour. This is to bring the charges at this car park into line with those levied within the car parks in the immediate vicinity, namely St Joseph’s, G Live and Upper High Street car parks. The charges in York Road MSCP have remained the same since 2015.

The current average ticket price for York Road MSCP is £2.85, suggesting that the average duration of stay is 2.85 hours. Although standardising the ticket price may encourage some users to displace to other locations, based on the current ticket sales, and duration of stay, we anticipate that the income generated could increase from £850,000 to £1,100,000 per annum.

York Road - Season Tickets & Pre-payment Cards
Season tickets and pre-payment cards are primarily provided to give regular users the convenience of not having to pay every time they use the car park. They also offer users a small discount.

If the increase was based on the £1.00 to £1.30 tariff change proposed Monday to Saturday daytime period, this would increase the cost of a Monday to Friday and Monday to Saturday season ticket by £245.95 and £295.14, to £2,210.69 and £2,652.85, respectively. This is considered excessive, and may discourage regular business users from using the facility. Instead, a more modest 5% increase is
This will increase the cost of Monday to Friday and Monday to Saturday season tickets to £2,062.98 and £2,475.60, respectively. A similar 5% increase is recommended for the pre-payment cards. It is anticipated that these fees will continue to rise modestly over coming years, so that they eventually align with the season ticket rates elsewhere.

Therefore, we recommend that the equivalent Monday to Friday and Monday to Saturday season ticket and pre-payment card charges for this car park are increased by 5%.

5.3 **Sunday - Tariff recommended changes**

We recommend that the Sunday ‘daytime’ charge that applies to Bedford Road Surface, Bright Hill, Castle, Commercial Road 2, Leapale Road, Old Police Station, Portsmouth Road and Tunsgate is held at the current level. However, we recommend that the Sunday ‘daytime’ charge which applies to Bedford Road MSCP, Farnham Road, GLive, Lawn Road, Mary Road, Millbrook, Millmead House (front), Robin Hood, St Josephs and York Road car parks be amended from £1.50 per visit, to £1.50 for up to 3 hours, and £2.50 for visits between 3 and 6 hours. This is to ‘standardise’ the Sunday ‘daytime’ charge across the ‘prime’ town centre car parks, and bring the tariffs in these car parks into line with those levied at Bedford Road Surface, Bright Hill, Castle, Commercial Road 2, Leapale Road, Old Police Station, Portsmouth Road and Tunsgate.

Based on the ticket and revenue figures for the car parks that already have the split £1.50/£2.50 tariff. We expect to see an income increase of around 20% resulting in a £25,000 revenue impact.

5.4 **Improve Usability of Bedford Road Car Park**

The existing pay and display machines in Bedford Road car park will be replaced with new equipment that offer users additional methods of payment such as ‘wave & pay’ credit card payments. The pay-by-phone app. will continue to be made available.

5.5 **Electric Charging Points**

In addition to the four charging points installed during 2018-19 period, there will be ten electric charging points designed into Guildford Park. Parking services will also explore other opportunities for further electric charging points elsewhere.

5.6 **Major works**

Capital funding has been secured for the following major works that we aim to complete in 2019-20:

- Bedford Road MSCP – deck surfacing - £59,000
- Castle Car Park – deck surfacing - £325,000
- Farnham Road MSCP – chalk removal and stabilisation - £22,500
- Leapale Road MSCP – drainage repairs - £90,000 (ongoing)
- York Road MSCP – chalk stabilisation and wall repairs - £65,000
- Various car parks – structural repairs - £200,000
6. **Consultations**

6.1 The amendment of parking charges is completed via Notice, rather than by the full amendment order process. Therefore, there is no formal consultation period, and no requirement to report any feedback. However, if the changes do generate significant correspondence, this will be raised with the Lead Councillor. Advertisement of the tariff changes is planned for early 2019.

7. **Equality and Diversity Implications**

7.1 There are no equality and diversity implications as a result of this report.

8. **Financial Implications**

8.1 The introduction of the pay and display machines in the Parks and Countryside car parks, totalling up to £51,000 depending on the number installed, will be met from the Car Parks Maintenance Reserve (CPMR), as will the £70,000 for the new contactless pay and display equipment at Bedford Road MSCP.

8.2 The changes proposed are estimated to generate additional revenue of £270,600 in 2019-20, which breaks down as follows:

- York Road MSCP changes are estimated to generate £224,500 (with 15% resistance)
- North Street changes are estimated to generate £7,970
- Sunday changes are estimated to generate £25,000
- Season ticket increase at York Road are estimated to generate £13,150 (10% resistance).

9. **Legal Implications**

9.1 There will be a requirement to publicise by way of notice the Sunday changes proposed.

10. **Human Resource Implications**

10.1 There are no human resource implications as a result of this report.

11. **Conclusion**

11.1 The information provided in this report and Appendices should provide the Executive with an update on how the Parking Services has performed in 2017-18, the progress made in 2018-19 and details of the proposed changes recommended in 2019-20.

12. **Background Papers**

None
13. Appendices

Appendix 1: Guildford Parking Annual Report 2017-18
Appendix 2: Comparison of short stay parking charges in other centres
Appendix 3: Car Park Price Changes (April 2019)