

**WYRE FOREST DISTRICT COUNCIL****CABINET**  
**16<sup>TH</sup> NOVEMBER 2010****Wyre Forest Car Parking Review – Phase II**

<b>OPEN</b>	
<b>SUSTAINABLE COMMUNITY STRATEGY THEME:</b>	Economic Success Shared by All
<b>CORPORATE PLAN AIM:</b>	District wide regeneration
<b>CABINET MEMBER:</b>	Councillor M J Hart
<b>DIRECTOR:</b>	Director of Planning and Regulatory Services
<b>CONTACT OFFICER:</b>	Mike Parker - Ext. 2500 mike.parker@wyreforestdc.gov.uk
<b>APPENDICES:</b>	Appendix 1 - Car Parking Charges 1/10/10 and 4/1/11 Appendix 2 - Car Parking Charges 1/10/11

**1. PURPOSE OF REPORT**

- 1.1 To consider the proposed schedule of car parking and Season Ticket charges for the Council's pay & display car parks, taking effect on 3<sup>rd</sup> October 2011, to be considered as part of the Council's budget to be agreed in February 2011.

**2. RECOMMENDATION**

That Cabinet **DECIDES** to:

- 2.1 **Include the proposed schedule of car park and Season Ticket charges at Appendix 2 of this report in the budget proposals for 2011/12 for introduction on 3<sup>rd</sup> October 2011 and to forward to the Corporate Resources Scrutiny Committee to scrutinise the proposals and report back for consideration at the January meeting of Cabinet.**

**3. BACKGROUND**

- 3.1 Each February as part of the setting the budget, Council also sets the charges to be applied in its public pay & display car parks for the following year; these come into effect on or about 1<sup>st</sup> October of that year. At the same time, Council agrees charges for the forthcoming year for all types of Season Tickets.
- 3.2 In July 2010 Cabinet considered a report on proposed changes to the Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009; these changes were recommended to Full Council and agreed in July. Extensive public consultation on the proposed changes was undertaken in July and August 2010 and reported to Cabinet in September. At Cabinet in September, the Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010 (the 2010 Order), was agreed.

- 3.3 The 2010 Order came into effect on 1<sup>st</sup> October 2010 and contained a number of significant changes, including the introduction of charges at Vale Road car park in Stourport and The Avenue car park in Blakedown, a restructuring of season ticket availability in Bewdley, the removal of Westbourne Street car park from the Order to enable individual leasing arrangements to be pursued and a number of other miscellaneous amendments. These changes all took effect on 1<sup>st</sup> October at the time the pay & display charges which had been agreed by Council in February 2010 also came into effect. It was agreed that a further price increase on car parks and for season tickets take effect in January 2011 to take account of the proposed increase in VAT to 20%.
- 3.4 These changes coming into effect on 1<sup>st</sup> October 2010 comprised the first in a two stage process of reviewing the Council's car parks with the aim of maintaining consistency, fairness and equity for users across the district. The second phase of this review is the subject of this report and is intended to proceed through the budget setting process and be agreed at Council on 23<sup>rd</sup> February 2011 to come into effect on 3<sup>rd</sup> October 2011.

#### **4. KEY ISSUES**

- 4.1 Council's current parking charges in its pay & display car parks differs across the three towns with differing charging periods and differing charges applying. Further, within towns, particularly Kidderminster, there are differing charges between car parks which have developed piecemeal over time. The current charges are shown at Appendix 1. The aim of this second stage of the review is to assume a more rational approach to the way charges are applied within towns and a more consistent approach to the way charges are applied between towns.
- 4.2 The car park at Broadwaters is the only free public car park now remaining in the 2010 Order and, clearly, this is inconsistent with the other car parks in the 2010 Order. Discussions are underway with local user groups in the vicinity of the site about the future of this car park and the outcome of these discussions will feed into the budget process in advance of February; as this process is ongoing it will not be included in the matters for scrutiny. However, if the outcome is that charges will be applied, then the car park will fall into the 'Outer' category shown at Appendix 2.
- 4.3 Appendix 2 sets out the proposed new schedule of charges to come into effect from 3<sup>rd</sup> October 2011 and is based on the application of three charging rates within towns depending on the location of the car park to the principal town centre retail function. Central car parks are those nearest to the principal retail core where a high turnover of spaces is expected and, therefore, short stay charging applies. The central car parks are Market Street, Kidderminster; Raven Street, Stourport and Load Street, Bewdley. All three towns will have the same charging applied and this will see an 'up to 30 minutes' charge introduced in Kidderminster and Stourport and an 'up to 1 hour' charge in Stourport; the 'Up to 2 hours' in Raven Street will be removed.

The next charging tier will be an 'Inner' rate which will cover all the car parks within the Kidderminster immediate town centre vicinity, the Riverside car parks in Stourport (and Bridge Street if that is brought into operation) and Dog Lane in Bewdley. There will be a range of pricing in these car parks that facilitates short, medium and long stay. Whilst all three towns will have identical charges for periods of stay 'up to 3 hours', the 'over 3 hours' and 24-48 hours periods in Stourport and Bewdley will be

set higher than Kidderminster to reflect the visitor trade that those two towns attract which places greater demand on long stay spaces. It is recognised that demand for spaces from visitors in the two market towns places greater pressure on their use and therefore a higher charge is more appropriate than in Kidderminster to encourage long stay parking in these towns to migrate to the outer car parks.

The next charging tier is an 'Outer' rate which will apply to those car parks outside the immediate vicinity of the town centre in Kidderminster – Castle Road, Comberton Place, Stadium Close, Horsefair and St Mary's (and Broadwaters if charges are introduced), Vale Road and the Sports Centre in Stourport and Gardners' Meadow in Bewdley. Here, three key elements of charge apply; firstly, the first hour of any stay will be at no charge, there then applies the same prices as 'Inner' car parks for periods of up to 2 and 3 hours but significantly lower charges for all day and longer charges.

A final charging tier of 'Rural' then recognises The Avenue as a village car park for Blakedown.

- 4.4 All ticket prices reflect an anticipated 2.5% inflationary increase as part of the budget setting for 2011/12 onwards across all of the Council's locally set charges.
- 4.5 Regarding Season Tickets, these prices too reflect the anticipated annual price rise. However, as part of the changes agreed for the 2010 Order it was agreed that Resident Season Tickets would be phased out by April 2012 and, therefore, the 12 month Resident Season Tickets will not be available for purchase after 31<sup>st</sup> March 2011 and the 6 month Tickets will not be available after 30<sup>th</sup> September 2011. As the proposed charges are due to come into effect on 3<sup>rd</sup> October 2011, the Resident Season Ticket category no longer appears on the list.

Again, for purposes of consistency, it is proposed that Restricted Season Tickets are only available for the Outer car parks where longer periods of stay impact less on the turnover of spaces, that would mean that these tickets remain available for use in Castle Road, Comberton Hill, Horsefair, Stadium Close in Kidderminster, Gardners' Meadow and Dog Lane in Bewdley, Vale Road and Stourport Sports Centre car parks in Stourport and The Avenue in Blakedown. They would also become available for St Mary's in Kidderminster. In Bewdley it is recognised that Dog Lane is classified as an 'Inner' car park but it is considered that whilst the restructuring of the Residents' Season Ticket is still in progress, it will be necessary to allow Restricted Season tickets to be used at Dog Lane for a transitional period.

Full Season Tickets would be available for use on all car parks. However, for the three central car parks the restriction will continue to apply that they may only be used for a maximum of 1 hour continuous stay with no return within 2 hours.

Senior Citizen Tickets availability remains unchanged.

**5. FINANCIAL IMPLICATIONS**

- 5.1 The financial implications of the revised pricing structure indicate that the proposals are broadly revenue neutral, based on historic information regarding ticket purchases in the various car parks. However, whilst the model gives this indication, it cannot account for behavioural changes in the way visitors use the car parks and the actual impact of the proposed changes will have to be monitored once the changes are in operation.

**6. LEGAL AND POLICY IMPLICATIONS**

- 6.1 A variation to the charging schedule within the Parking Order will need to be advertised in accordance with the Road Traffic Regulation Act 1984 and the Local Authorities' Traffic Order (Procedure)(England and Wales) Regulations 1996.

**7. EQUALITY IMPACT NEEDS ASSESSMENT**

- 7.1 The proposals make no impact on any of the equality strands. The proposals do, however, positively improve the equality of the Council's car park charges across the district.

**8. RISK MANAGEMENT**

- 8.1 This is the second stage in a two stage strategic review of the Council's car parks, failure to see it through will compound the inconsistency and unfairness that currently exists between the three towns.

**9. CONCLUSION**

- 9.1 In July 2010, the Council embarked on a review of its car parks with the Car Park Order, with the aim of achieving a more consistent and fairer approach to the way its car parks function across the district and to the charges that are applied. A suite of changes was agreed in July, consulted upon and put in place for October 2010, that constituted the first phase of the review.
- 9.2 This report sets out a new approach to charging on the Council's pay & display car parks as the second phase of that review. Council will consider the proposed schedule at Appendix 2 as part of the budget setting process which will finally be agreed at Council on 23<sup>rd</sup> February 2011 to come into effect on 3<sup>rd</sup> October 2011.

**10. CONSULTEES**

- 10.1 Director Legal & Corporate Services.  
10.2 Director of Resources.  
10.3 Parking Services Manager.

**11. BACKGROUND PAPERS**

- 11.1 Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010.  
11.2 Cabinet reports 20<sup>th</sup> July 2010 and 21<sup>st</sup> September 2010.  
11.3 Council 28<sup>th</sup> July 2010.

## Wyre Forest District Council Pay and Display Car Parks Charges

### New Pay & Display Fee Scales - Table 1

Column 1 Location	Column 2 Fees up to 1 <sup>st</sup> October 2010	Column 3 Current Fees from 1 <sup>st</sup> October 2010	Column 4 New Fees from 1 <sup>st</sup> January 2011
<b>KIDDERMINSTER</b>			
Bromsgrove Street (opposite Health Centre)	Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £3.60 24 – 48 hours	80p £1.10 £1.90 £3.70 £7.40	80p £1.10 £2.00 £3.80 £7.60
Castle Road Bateman's Yard Pike Mills Aldi	Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £3.60 24 – 48 hours	80p £1.10 £1.90 £3.70 £7.40	80p £1.10 £2.00 £3.80 £7.60
St. Mary's Youth Centre	Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £3.60 24 – 48 hours	£1.10 £1.90 £3.70 £7.40	£1.10 £2.00 £3.80 £7.60
Comberton Place	Up to ½ hour N/A Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £3.60 24 – 48 hours	Up to ½ hour N/A 50p £1.10 £1.50 £2.50 £5.00	Up to ½ hour N/A 50p £1.10 £1.60 £2.60 £5.20
Stadium Close	All Day £1.50	Up to 1 hour 30p Up to 2 hours 50p Up to 3 hours £1.00 Over 3 hours £1.60 24 – 48 hours £3.20	30p 50p £1.00 £1.60 £3.20
Market Street	1 hour ONLY 70p	80p	80p
Horsefair (Broad Street)	Up to ½ hour Free Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £3.60 24 – 48 hours	Up to ½ hour Free 80p £1.10 £1.90 £3.70 £7.40	Up to ½ hour Free 80p £1.10 £2.00 £3.80 £7.60
<b>STOURPORT ON SEVERN</b>			
Stourport Sports Centre Nos 1,2 & 3	Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £4.00 24 – 48 hours	80p £1.10 £1.90 £4.10 £8.20	80p £1.10 £2.00 £4.20 £8.40
Raven Street	Up to 2 hours ONLY 70p	80p	80p
Severn Meadow 1	Up to 2 hours £1.00 Up to 3 hours £2.00 Over 3 hours £4.00 24 – 48 hours	£1.10 £2.10 £4.10 £8.20	£1.10 £2.20 £4.20 £8.40
Severn Meadow 2 Severn Meadow 3 Riverside Meadow	Up to 3 hours £2.00 Over 3 hours £4.00	£2.10 £4.10	£2.20 £4.20
Vale Road	Up to 2 hours Over 2 hours	£2.10 £4.10	£2.20 £4.20

<b>BEWDLEY</b>			
Dog Lane	Up to 1 hour 70p Up to 2 hours £1.00 Up to 3 hours £1.80 Over 3 hours £5.00 24 – 48 hours	80p £1.10 £1.90 £5.20 £10.40	80p £1.10 £2.00 £5.30 £10.60
Load Street	Up to ½ hour 50p Up to 1 hour ONLY 70p	50p 80p	50p 80p
Gardner's Meadow	Up to 2 hours £1.00 Over 2 hours £2.00 24 – 48 hours	£1.10 £2.10 £4.20	£1.10 £2.20 £4.40
<b>RURAL</b>			
The Avenue, Blakedown	Up to 1 hour Up to 2 hours Over 2 hours 24-48 hours	Free 50p £2.50 £5.00	Free 50p £2.60 £5.20

**New Car Park Season Ticket (All Types) Fee Scales - Table 2**

Season Ticket Type	Column 1 Fees up to 1 <sup>st</sup> October 2010	Column 2 Fees from October 1 <sup>st</sup> 2010	Column 3 Fees from 1 <sup>st</sup> January 2011
Full Season Tickets	(Valid on any WFDC Pay and Display Car Parks)		
1 month	£47.00	£50.00	£51.50
6 months	£272.00	£280.00	£286.00
12 months	£500.00	£520.00	£531.00
Restricted Season Tickets	(Valid on specified WFDC Pay and Display Car Parks)		
1 month	£27.00	£30.00	£31.00
6months	£140.00	£145.00	£148.00
12 months	£250.00	£260.00	£265.50
Residents Season Tickets	(Valid only on Bewdley Pay and Display Car Parks)		
6 months	£65.00	£75.00	£76.50
12 months	£125.00	£130.00	£133.00
Senior Citizens Season Ticket	(Valid on any WFDC Pay and Display Car Park)		
6 months	£39.00	£39.00	£40.00
12 months	£65.00	£65.00	£66.50

**New Pay & Display Fee Scales - Table 3**

		<b>Kidderminster</b>	<b>Stourport</b>	<b>Bewdley</b>
<b>CENTRAL Rate</b>	Market Street Raven Street Load Street	<ul style="list-style-type: none"> <li>Up to 30mins – 50p</li> <li>Up to 1hr – £1.00</li> </ul>	<ul style="list-style-type: none"> <li>Up to 30mins – 50p</li> <li>Up to 1hr – £1.00</li> </ul>	<ul style="list-style-type: none"> <li>Up to 30mins – 50p</li> <li>Up to 1hr – £1.00</li> </ul>
<b>INNER Rate</b>	Pike Mills Aldi Bateman’s Yard Bromsgrove Street Youth Centre Severn Meadows 1,2&3 (inc. Riverside Meadows) Dog Lane (Bridge Street and Coronation Gardens if they are made operational)	<ul style="list-style-type: none"> <li>Up to 1hr – 80p</li> <li>Up to 2hrs - £1.30</li> <li>Up to 3hrs - £2.10</li> <li>Over 3hrs - £3.90</li> <li>24-48 hrs - £7.80</li> </ul>	<ul style="list-style-type: none"> <li>Up to 1hr - 80p</li> <li>Up to 2hrs - £1.30</li> <li>Up to 3hrs - £2.10</li> <li>Over 3hrs - £4.70</li> <li>24-48 hrs - £9.40</li> </ul>	<ul style="list-style-type: none"> <li>Up to 1hr – 80p</li> <li>Up to 2hrs - £1.30</li> <li>Up to 3hrs - £2.10</li> <li>Over 3hrs - £4.70</li> <li>24-48 hrs - £9.40</li> </ul>
<b>OUTER Rate</b>	Castle Road Horsefair Comberton Place Stadium Close St. Mary’s Vale Road Gardner’s Meadow Stourport Sports Centre Broadwaters*	<ul style="list-style-type: none"> <li>Up to 1hr – Free</li> <li>Up to 2hrs - £1.20</li> <li>Up to 3hrs - £2.00</li> <li>Over 3hrs - £3.10</li> <li>24-48hrs - £6.20</li> </ul>	<ul style="list-style-type: none"> <li>Up to 1hr – Free</li> <li>Up to 2hrs - £1.20</li> <li>Up to 3hrs - £2.00</li> <li>Over 3hrs - £3.10</li> <li>24-48hrs - £6.20</li> </ul>	<ul style="list-style-type: none"> <li>Up to 1hr – Free</li> <li>Up to 2hrs - £1.20</li> <li>Up to 3hrs - £2.00</li> <li>Over 3hrs - £3.10</li> <li>24-48hrs - £6.20</li> </ul>
<b>RURAL Rate</b>	The Avenue (Blakedown)	<ul style="list-style-type: none"> <li>Up to 1hr – Free</li> <li>Up to 2hrs – 50p</li> <li>Over 2hrs - £2.70</li> <li>24-48hrs - £5.40</li> </ul>		

\*See paragraph 4.2 and 4.3

**New Car Park Season Ticket (All Types) Fee Scales - Table 4**

Season Ticket Type	Column 1 Fees up to 1 <sup>st</sup> October 2010	Column 2 Fees from October 1 <sup>st</sup> 2010	Column 3 Fees from 1 <sup>st</sup> January 2011	Column 3 Fees from 3rd October 2011
Full Season Tickets	(Valid on any WFDC Pay and Display Car Parks)			
1 month	£47.00	£50.00	£51.50	£60.00
6 months	£272.00	£280.00	£286.00	£296.00
12 months	£500.00	£520.00	£531.00	£548.00
Restricted Season Tickets	(Valid on specified WFDC Pay and Display Car Parks)			
1 month	£27.00	£30.00	£31.00	£31.00
6months	£140.00	£145.00	£148.00	£149.00
12 months	£250.00	£260.00	£265.50	£274.00
Residents Season Tickets	(Valid only on Bewdley Pay and Display Car Parks)			
6 months	£65.00	£75.00	£76.50	NA
12 months	£125.00	£130.00	£133.00	NA
Senior Citizens Season Ticket	(Valid on any WFDC Pay and Display Car Park)			
6 months	£39.00	£39.00	£40.00	£37.00
12 months	£65.00	£65.00	£66.50	£68.50