

Camberley Multi-story Car Parks Tariff Review**Summary**

Car parks are often the first impression that visitors have of a town and so it is vital that they are maintained to a high standard reflecting the overall experience the town has to offer.

Maintaining car parks to a high standard requires regular and significant investment so that they continue to meet the ongoing requirements of customers, as the Council continues to lead in the improvement of the retail/leisure experience in Camberley

Although £800,000 has been invested in the Council owned town centre car parks, charges have remained frozen since April 2014 and it is now considered appropriate to review these charges in line with inflation.

Portfolio: Places & Strategy**Date Portfolio Holder consulted: 4 September 2018****Wards Affected: Town****Recommendation**

The Executive is advised to RESOLVE that

- (i) The car parking tariffs, as set out at Annex 1 be agreed, to come into effect as soon as the statutory Traffic Regulatory Order process is complete;
- (ii) Subsidised annual permits of £150 p.a. be made available for Camberley Town Centre workers earning the living wage or below; and
- (iii) The Scheme of Delegation of Functions to Officers be amended to authorise the Executive Head of Business, in consultation with the Places and Strategy Portfolio Holder, to review and amend parking tariffs for the Main Square and Knoll Road Multi-story car parks every 2 years in line with RPI in relation, following the statutory Traffic Regulatory Order process.

1. Resource Implications

- 1.1 Following the last tariff increase in 2014, the cost of running and maintaining the car parks has increased. The cost of energy and staffing has risen together with business rates and maintenance costs. This, coupled with the need to invest in order to improve the car parks and the customer experience, has created a budgetary pressure which now needs to be addressed.

- 1.2 Since 2014 Members have approved over £800,000 of investment in the car parks to upgrade the car parks to increase efficiency and enhance the customer experience. This has included the introduction of a ticketless ANPR system, resurfacing of floors (including the provision of wider spaces) and refurbishing stair cores and lifts. Members agreed at the time expenditure was approved that they would consider a tariff increase once the works were completed.
- 1.3 In the current year, a further £670,000 of funding was approved to resurface the remaining three floors in Main Square Car Park, replace current lighting with energy efficient LED lighting and further upgrades to the stair cores and other public areas. This work commenced in August 2018.
- 1.4 The funding of these improvement works alone over a 25 year period will cost the Council approximately £90,000 per year. The proposed tariff increase, which is estimated could generate an additional £170,000 pa, will be used to cover this cost as well as fund further enhancements and deal with the increase in costs suffered since 2014.

2. Key Issues

- 2.1 This report covers proposed tariff changes for the two council owned multi-story car parks in Camberley Town Centre known as Knoll Road and Main Square.
- 2.2 Tariffs in the two multi-story car parks have been frozen since April 2014 and yet costs have continued to rise. Since this time inflation has risen cumulatively by 9%, using the Bank of England's online inflation calculator, up to 2017. The proposed tariff changes are in line with inflation and a full breakdown showing current and proposed charges is attached at Annex 1.
- 2.3 In response to modern parking requirements, significant investment has already been made but further improvements will be required if the car park is to complement the enhanced SQ shopping centre. This investment can only be delivered by increasing parking charges.
- 2.4 Whilst increasing rates for visitors to the town centre, the Council is keen to support workers based within Camberley and is therefore recommending that the current annual season ticket price for Knoll Road be frozen at the current rate of £825 per annum. This represents a discount of 22.7% against the new daily rate. Season ticket prices for Main Square will be increased in order to encourage workers to use Knoll Road thereby freeing up spaces in this car park for shoppers
- 2.5 Whilst a season ticket does represent good value and a substantial discount on the daily tariff, it is recognised that for some workers, particularly those working in the retail and service industries, even this cost represents a significant proportion of their earnings. To assist

these workers it is proposed to introduce a new parking season ticket for Camberley Town Centre workers earning the “living wage” or less (currently £8.45 per hour) which will enable holders to park in Knoll Road Multi Story Car Park on working days at a price of £150 each per annum. Up to 100 discounted season tickets will be available on a first-come, first served basis and will require the applicant to provide a copy of a payslip or a letter from their employer as proof of earnings.

- 2.6 Following the tariff changes Camberley parking charges will remain in the mid-range of parking charges when compared with similar centres in the local area. Annex 2 provides details of comparator information.

3. Options

3.1 The Executive has the options to:

- (i) agree the proposed charging regime
- (ii) amended the charging regime
- (iii) reject the proposed charging regime

4. Proposals

4.1 It is proposed that the Executive:

- (i) agree the proposed charging regime;
- (ii) agree to the introduction of a subsidised parking permit for low paid workers; and
- (iii) amends the Scheme of Delegation of Functions to Officers be amended to authorise the Executive Head of Business, in consultation with the Places and Strategy Portfolio Holder to review and amend parking tariffs in relation to Main Square and Knoll Road car parks every 2 years in line with RPI, following any necessary legal procedures.

5. Corporate Objectives And Key Priorities

- 5.1 Place: Delivering an improved Camberley Town Centre for the benefit of the Borough.
- 5.2 Prosperity: Strengthen the Council’s financial independence by increasing our own income.

6. Policy Framework

6.1 This proposal supports Council Policies to develop and improve Camberley Town Centre.

7. Equalities Impact

7.1 An Equality Impact Assessment has been produced which assesses

the impact on the protected groups identified under the Equality Act 2010.

8. Legal Issues

- 8.1 Changes to parking charges will require a Notice of Variation to be published in accordance with the Road Traffic Regulation Act 1984 and be placed in each affected car park giving 21 days' notice of the variation of parking tariffs.

9. Sustainability

- 9.1 The car parks will require continued investment if they are to meet the Council's aspirations for the regeneration and improvement of Camberley town centre. Unless other Council services are reduced this can only be funded through increased charges.

10. Risk Management

- 10.1 There is a risk that the full increase in income may not be achieved as this is dependent on car park usage.
- 10.2 In addition there is a risk that if tariffs are not increased, funding may not be available for further improvements to the car parks thereby making Camberley a less attractive place for companies to invest in and shoppers to visit.

11. Community Safety

- 11.1 Upgrading of the car parks, such as through new lighting, creates a safer and more attractive environment for users.

12. Consultation

- 12.1 Notices will be erected in each car park affected and on the council's website informing the public and town centre stakeholders of the proposed tariff variations giving instructions on how to comment or object to the proposals.
- 12.2 Comments and unresolved objections will be forwarded to the Executive Head of Business for consideration.

13. PR and Marketing

- 13.1 This is a good opportunity to emphasise that the Council will continue with its investment programme in its car parks to ensure high standards are maintained and to support the marketing of the Town Centre.
- 13.2 It should also be stated that this is the first price rise in 4 years for the two multi-story car parks.

14. Officer Comments

- 14.1 Car parks are often the first and last impression that visitors have of a town and so it is vital that they are maintained to a high standard reflecting the overall experience that the town has to offer. Maintaining car parks to a high standard requires regular and significant investment so that they continue to meet the ongoing requirements of customers.
- 14.2 This applies not only to shoppers and workers, but also potential investors and businesses looking to locate to Camberley Town Centre.

Annexes	Annex 1 – Proposed Charges Annex 2 – Charging Comparison with other Local Authorities
Background Papers	None
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Head of Service	Daniel Harrison - Executive Head of Business

Consultations, Implications and Issues Addressed

Resources	Required	Consulted
Revenue	✓	✓
Capital		
Human Resources		
Asset Management		
IT		
Other Issues	Required	Consulted
Corporate Objectives & Key Priorities	✓	✓
Policy Framework		
Legal	✓	✓
Governance	✓	✓
Sustainability	✓	✓
Risk Management	✓	✓
Equalities Impact Assessment	✓	✓
Community Safety		
Human Rights		
Consultation	✓	✓
P R & Marketing	✓	✓

ANNEX 1 Proposed Charges

Multi-story car parks

Main Square – Daily Fees

Duration	Customer p/a	Existing Tariff	Recommendation*
2 hours	482,980	£1.80	£2.00
3 hours	101,044	£2.30	£2.50
4 hours	34,602	£3.50	£3.70
6 hours	16,778	£5.00	£5.50
10 hours	15,862	£7.00	£7.50
Evening	33,198	£2.00	£1.50**
Sunday	99,145	£1.50	£2.00
Income (Net VAT)		£1,360,758	£1,504,940
		Increase in income	£144,182

* 9.26% rounded to nearest 10p

** Evening tariff reduced to support night time economy

Main Square – Season Tickets

Period	Customer p/a	Existing Tariff	Recommendation*
12 months	18	£995	£1,085
6 months	9	£575	£630
3 months	21	£290	£315
**1 month	new	-	£92
Income (Net VAT)		£24,313	£26,512
		Increase in income	£2,200
	*9.26% rounded to nearest £5		

**Monthly price is for online permits only where and when available.

Knoll Road – Daily Fees

Duration	Customer p/a	Existing Tariff	Recommendation*
1 hour	36,917	£1.00	£1.10
2 hours	47,344	£1.50	£1.60
3 hours	19,535	£2.00	£2.20
4 hours	8,076	£3.00	£3.30
10 hours	28,990	£4.00	£4.40
evening	7,805	£1.50	£1.50**
Sunday	8,280	£1.50	£2.00
Income (Net VAT)		£259,432	£284,842
		Increase in income	£25,410
*9.26% rounded to nearest 10p			
** Evening tariff frozen to support night time economy			

Knoll Road – Season Tickets

Period	Customer p/a	Existing Tariff	Recommendation* No change
12 months	245	£825	£825
6 months	0	£475	£475
3 months	7	£240	£240
**1 month	new	-	£70
Income (Net VAT)	0	£169,838	£169,838
		Increase in income	-
	*9.26% rounded to nearest £5		

* No change to support local businesses and town centre workers

**Monthly price is for online permits only where and when available.

** Business Permits have reduced in price to reflect the reduction in the All day parking tariff from £2.50 to £2.00

Annex 2: Comparative Charges with proposed changes applied.

Multi-story Car Parks

Location	Daily Tariff Type				Annual Season Ticket
	2 hours	10 hours	Sunday	Evening	
Fleet/Hart	£1.00	£7.00	£1.00	£1.00	£1,200
Aldershot	£1.00	£3.60	£0.60	£1.00	£1,468
Farnborough	£1.20	£5.00	£0.60	£1.00	-
Wokingham	£1.20	£4.00	£1.00	£1.00	£900
Camberley Knoll Road	£1.60	£4.40	£2.00	£1.50	£825
The Atrium	£1.70	£6.90	£1.50	£1.50	-
Camberley Main Square	£2.00	£7.50	£2.00	£1.50	£1,085
Basingstoke	£2.00	£10.00	As weekday	£1.00	-
Farnham	£2.00	£13.00	Free	Free	£1,145
Guildford	£2.40	£12.00	£1.50	£1.00	£2,146
Bracknell	£2.50	£8.30	As weekday	£1.50	£1,000
Woking	£2.80	£11.00	£3.00	£1.40	£2,250
Windsor	£3.70	£13.00	As weekday	£1.50	-
Reading	£4.00	£20.00	As weekday	£3.50	-