

Joint Executive Advisory Board Report / Executive Report

Ward(s) affected: Holy Trinity and Friary & St Nicolas

Report of Director of Service Delivery

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## Off-Street Parking Business Plan 2021-22

### Executive Summary

The report updates the Executive on progress made in delivering the recommendations approved in January 2020, highlights improvements completed, and work being progressed to support green initiatives, the climate emergency and sustainability.

The report explains changes in service during Covid19 and the excellent work carried out by the service to support key workers, businesses and residents. However, due to the reduction in visitors we have reconsidered how to manage our parking resources to best suit the town's needs and bring forward decisions on pricing strategy to increase confidence, footfall and revenue. We are seeking approval for changes to pricing from mid December 2020.

### Recommendation to the Executive

The Executive is asked to approve paragraphs (1) to (4), and to note paragraph (5) below:

#### Review of parking charges

- (1) To continue with the proposed short stay car park price increase as set out in option 2, but to authorise the Waste Parking and Fleet Services Manager, in consultation with the relevant lead councillor and Director of Resources, to review the charge in January 2021 and to cancel the increase if the recovery from Covid is likely, in their view, to be negatively affected by this increase.
- (2) To make no changes to Sunday tariffs for all car parks.
- (3) To reallocate Leapale Road as "short stay" and bring prices into line with neighbouring short stay surface car parks.
- (4) To introduce a new shopper offer, Monday to Saturday, based on the flat rate option 3 in paragraph 12.3 of this report.

#### Annual Report

- (5) To note the performance of Parking Services in 2019-20, as detailed in Appendix 1 to this report.

Reason(s) for Recommendation for Parking Review:

- **Pricing Review**

In recent years, the incremental increases in tariffs have not impacted overall usage of the car parks. This is in spite of the challenging conditions being experienced by the retail sector within the high street and more recently whilst regaining customer confidence since the outbreak of Covid19. The modest increases in 2019-20 were delayed from April to August 2020, so it is too early to report on findings. However, based on the findings of the parking review study it is not anticipated there will be any negative impacts, as customers tend to choose flexibility over price. (see Appendix 1).

Initially for 2020-21, it was planned to implement the pricing options below:

- Option 1 - Hold existing pricing for 2021-22 and allow a period of stabilisation from price changes and Covid19;
- Option 2 - Continue with price increase of £1.50 - £1.60 for the following most popular surface car parks in April 2021:
  - Mary Road
  - Bedford Road Surface
  - Commercial Road 2
  - Old Police Station

However, the Covid19 Pandemic has required a revised approach. Due to low footfall in the town centre and low occupancy in car parks, a revised strategy for parking is required. The aim of the strategy proposed is to increase confidence in using the town centre, increase footfall, dwell and retail spend.

Typically, car parking price increases have happened in April, but to have the most benefit and impact it is proposed to bring in any pricing changes in late December 2020, for the Christmas period and new year sales.

To achieve the above outcomes, it is recommended a different approach is applied branding a number of key car parks as “shopper” locations whilst maintaining visitor choice for local short stay, commuter and business customers.

Option 3 - Introduce a new shopper offer, Monday to Saturday, to these car parks as follows:

Bedford Road MSCP  
York Road MSCP  
Castle MSCP  
G-Live  
Millbrook  
Tunsgate

In addition, a new, lower hourly rate and simpler tariff structure is recommended as follows.

- £3 for up to 3 hours
- £6 for up to 6 hours
- £12 for greater than 6 hours

By introducing this tariff, it is aimed to encourage increased footfall across the week, enhancing the high street and supporting retail offerings, especially around the Christmas period. Offering attractive rates may also attract shoppers into Guildford from neighboring towns. Shoppers will be able to shop when they want rather than be restricted to dates/times where prices may differ. It is hoped this structure will encourage shoppers to stay longer and spend more within the town and aid business recovery.

Therefore, the Executive is asked to recommend Option 3 (section 12.3) and that Option 2 pre-agreed price increases be reviewed in January before implementation in April 2021 (section 12.2).

### **Parking Services Response - Covid19 Pandemic**

In March 2020 when the impact of Covid-19 pandemic restrictions became apparent, parking services made significant changes to support businesses and residents, responding rapidly in providing the following support, enabling residents to follow government guidelines by staying at home and protecting the NHS and allowing key workers the freedom to continue their important duties whilst not worrying about parking.

#### **Supporting Residents**

- Enforcement of permit bays on-street ceased to allow residents more time and space to park whilst isolated at home,
- Enforcement ceased in car parks and free parking instituted. This allowed residents more space and key workers to continue supporting residents and the town,
- Back-office enforcement officers stopped challenges and pcn processing and created a new Covid related cancellation policy, arranged payment plans for those experiencing difficulty and suspended appeals,
- Permit issuing ceased and during the annual renewal process a 2-month discount has been provided, as residents with permits had not benefiting from them during lockdown.
- When enforcement restarted, to assist permit holders in area A,B and D, additional parking in car parks from 6pm to 10am for £1 was offered. Where residents were coming home later into areas that were congested, rather than circuit the area trying to find a space they could easily use a space in a nearby car park.

Enforcement ceased enforcing on 24<sup>th</sup> of March 2020 and was re-instated on the 1<sup>st</sup> of July 2020, with a 2-week warning notice period allowing people time to adjust to re-instated charging.

#### **Support for Businesses**

- Market rents were stopped, and once Markets were allowed to open outside, support was provided for traders on social distancing measures. The measures undertaken were provided to the Cabinet office as part of a case study on open markets. One trader gave a statement on her experiences and how well it had gone, which was well received.
- Contract parking/season ticket rates were suspended in March 2020. In August 2020 a reduction in rates was offered to hold spaces until the end of January

- while businesses developed plans for staff to return to the workplace,
- Free parking was providing to Surrey Police until July 2020 for approximately. 400 officers. From August a 50% discounted key worker pass was made available at Farnham Road until December 2020,
  - Free parking was provided to BMI who were supporting NHS efforts until July 2020. From August 2020 a 50% discounted key worker parking provision until December 2020 has been provided,
  - SCC issued a key worker permit which is supported by GBC.

### **Resourcing within parking Services**

Those staff that could work from home did so, which allowed certain parts of the service to continue operating and react to the changes required. Those staff that were not able to work from home were redeployed where possible to help with Covid related support such as delivering packages to the vulnerable, leaflet dropping of support services, packing of support boxes, additional cleaning and other duties.

### **Town recovery and stabilisation**

The situation continues to be monitored and adaptations made as and when circumstances change. Whilst waiting for stabilisation and for footfall to pick up in town and recovery to start, continual re-evaluation of the use of car parks will take place. The lower use of the car parks at present can help facilitate support for pandemic response where space allows.

**Is the report (or part of it) exempt from publication? No**

## **1. Purpose of Report**

- 1.1 To review the pricing structure proposals and seek approval from the Executive for implementation of the proposals.
- 1.2 To review improvement works undertaken and work we intend to undertake during 2021-22.
- 1.3 To report on Parking Services performance in 2019-20 (Appendix 1).

## **2. Strategic Priorities**

- 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 bus fares low compared with town centre 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,
- where necessary, prioritise space for residents and where it is supported by the local community.

2.3 Future areas for development potentially include:

- introducing bus lane camera enforcement using our CCTV control room,
- explore ways to encourage utilisation of car parks during quieter periods,
- deploying greater enforcement resource particularly in the evenings and on Sundays,
- introducing Sunday on-street 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,
- looking at the existing provision for EV Charging, disabled and parent and toddler spaces, to see how we can provide additional and better provision.

**3. Background**

**3.1 Projected Budget Position**

The projected income and tickets for 2019-20 were expected to increase but for the first time in a number of years has decreased, income by 3% and tickets by 6%. However, tickets per revenue continues to rise (20%) showing that usage may be less, but users may be staying longer. The reduced usage is likely to be due to redevelopment of Guildford Park, loss of space at Millbrook and while other car park maintenance was carried out.

Projections for 2020-21 may be difficult to reach due to the impact of Covid19 until we see stabilisation.

<b>Year</b>	<b>Ticket Sales</b>	<b>Income</b>
2017-18	3,240,170	£8,259,695
2018-19	3,305,864	£8,284,819
2019-20	3,011,822	£7,992,175
2020-21 (projected)	<i>TBC</i>	<i>£4,054,084</i>

**3.2 Pricing Review**

This year we saw a reduction in car park usage. We do not think this is due to price increases as the recent parking study results stated that flexibility far outweighed

price for users.

As part of this review, we have undertaken a comparison of car parking charges in nearby towns similar to Guildford. These show that we still remain competitive and provide comparable parking should we increase charges by 10 pence per hour. (Appendix 2).

We have also considered the challenging national retail environment and consider that ensuring parking charges remain good value may assist. We are therefore recommending a new shopper offer (option 3) as set out in section 12.3.

### 3.3 Works Undertaken

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

2020/21 Works Update	Progress
Farnham Road MSCP – Introduce Early Bird discount if arrive before 07.00am	Completed August
York Road Season Ticket & Pre-payment card increase 5%	Completed August
Bedford Road surface, Commercial Road 2, Mary Road, Old Police Station car parks be amended Mon-Sat from £1.30 to £1.50 up to 3 hours	Completed August
On-street permit holders of Area A,B,D offered P&D £1 ticket to pay overnight up to 10am	Completed August
Re-coating of Leapale Road & spaces increased for circulation & greater use by mobility users, parents and electric vehicle users	Pending, delayed due to Covid19
EV charging spaces become enforceable, changes to TRO, advertised, objections invited, and representations made	Pending, delayed due to Covid19
Re-coating decking works carried out at Bedford Road MSCP	Completed

It is too early to report on any of the above impacts. Initially due to be implemented in April 2020 but delayed until August due to Covid19.

### 3.4 Bedford Road MSCP Replacement of Pay & Display Machines

New contactless P&D equipment has been introduced into Bedford Road MSCP, which allows users to pay by card as well as by coin and pay by phone.

### 3.5 Drive away “Regulation 10” enforcement

We have introduced bodycams for our staff that help protect the staff and have the additional benefit of giving our officers the capability of evidencing drive-aways, where the CEO was prevented from issuing the ticket on the car. The IT system has been updated and now allows us to send postal pcn for “Regulation 10”, which we hope should reduce idling around school drop-offs and pickups

too.

### Planned Improvements

- 3.6 **Leapale Road Improvements** – The decking of Leapale Road MSCP is to be re-coated to improve its structure and service life. This is in conjunction with improving circulation within the car park, and encourages greater use, especially by users with mobility issues, young families and electric vehicles, as there will be larger spaces and EV charging points. This was planned for 2020-21 but has been delayed due to Covid.
- 3.7 **Solar PV Panel** – in line with GBC strategy to use local renewable energy sources, Parking services are planning to install Solar PV panels on the roof of Farnham Road MSCP, at a cost of approximately £70,000. This is Salix funded and has a 7.4-year payment period. This will generate electricity, which will power the car park lighting and feed into the national grid. This was planned in 2020--1 but delayed by Covid.
- 3.8 **Refurbishment Process** – Below is an update of the current position of planned maintenance and improvements to car parks, due for completion in 2020-21. Proposed works in 2021-22 are described in section 7.1.

Car Park	Working Details	Cost	Expected Completion or other information
Bedford Road	Cleaning, decorating, minor repairs	£10k	Expect to complete this FY
Castle Street	Cleaning, decorating, minor repairs	£5k	Expect to complete this FY
	Stair core repair and decorate	£8k	Expect to complete this FY
	Structural repairs - roof turret timbers	£60k	In design but this work is more expensive than originally anticipated and will require more funds to undertake next year
Farnham Road	Additional barriers	£15k	Expect to complete this FY
	Stair cores deck coating	£70k	In design, work will slip to next FY
	Drainage repairs	£20k	Complete
	Structural and misc. repairs	£40k	In design, work will slip to next FY
Leapale Road	Deck coating	£400k	Out to tender, expected on site Jan '21
	Structural repairs	£20k	Out to tender, expected on site Jan '21
	Stair cores deck coating	£15k	Work completed as part of another project; funds no longer required
	Replacement signage	£30k	Work completed as part of another project; funds no longer required
York Road	Cleaning, decorating, minor repairs	£5k	Complete
	Drainage Repairs	£17k	On site, will compete this FY
	Structural repairs	£50k	In design, work will slip to next FY

- 3.9 **EV Provision** –an additional two EV charging spaces are being installed in each of the following town centre car parks; -
- a. Bedford Road MSCP - completed
  - b. Bedford Road Surface – pending work
  - c. Castle MSCP – Locations identified, pending work
  - d. Farnham Road MSCP – Location identified, pending work
  - e. G-Live - Completed
  - f. Mary Road -Establish best locations before progress work
  - g. Millbrook – completed
  - h. York Road MSCP -Locations identified, pending work
  - i. Leapale Road – Pending development

#### 4. **Parking Services Update**

##### 4.1 **Park & Ride**

Guildford has a network of Park and Ride sites. With plans to develop the town centre, and limited scope for absorbing increased traffic flows, the continued development of Park and Ride is important.

The town currently has four sites: Artington (742 spaces), Merrow (338 spaces), Spectrum (254 spaces) and Onslow (550 spaces). 9 electric buses were introduced to the service in January 2019 with a capacity of 36 passengers and one-wheelchair user. Other benefits aside from greener travel, include free Wi-Fi and USB charging.

The table below shows a comparison of passenger journeys over the first six months of 2019-20 period compared to the previous years, which shows a decline in all four sites.

##### **Passenger Journey Comparison (Apr – Sep)**

<b>Park &amp; Ride - 6 Month Comparison Apr-Sept</b>					
<b>Apr-Sept</b>	<b>Artington</b>	<b>Merrow</b>	<b>Onslow</b>	<b>Spectrum</b>	<b>Total</b>
2019-20	133,824	91,031	44,337	76,617	345,809
2018-19	151,366	101,517	49,173	88,394	390,450
2017-18	172,006	114,971	46,172	87,576	420,725
change %	(-) 12.06	(-) 10.89	(-) 10.34	(-) 14.27	(-) 12.13

The cost of park and ride in 2019-20 is set out below.

<b>Funding 2019-20</b>	<b>£</b>
Bus contract price (net of fare income)	241,720
<b>Car park running costs</b> (rent, site maintenance, site guards, general rates and other costs)	<b>389,878</b>
<b>Total cost</b>	<b>631,597</b>
Guildford On-street parking surplus	282,746
Paid from Guildford On-street parking reserve (negative reserve balance of £73,915 in 2018-19 so that was taken in 2019-20)	(73,915)
<b>Total funding</b>	<b>208,831</b>
<b>Shortfall of funding</b>	<b>422,766</b>

The operation of the P&R sites is funded by the on-street parking account, which generates a surplus. However, there have been reductions in on-street parking revenue, combined with the change in agency agreement with Surrey County Council in 2018, reducing the proportion of the surplus available to the Guildford Joint Committee by 20% which has led to an overall net shortfall of £422,766 in 2019/20. This shortfall created an overspend position on Guildford Borough Council's general fund revenue account in relation to park and ride services due to a lack of available on-street parking reserves to cover the shortfall. Any deficit that occurs in 2020-21 will also show as an overspend on the general fund revenue account and as such is unsustainable.

To improve the financial position, Parking Services continues to look at ways to reduce costs and increase revenue:

- by changing the on-site provision in September 2019 and removing static guards, who were no longer required, **£84,900** savings are being seen per annum,
- increase usage of the P&R sites by those visiting the town would reduce the subsidies currently paid to the bus operator to provide the link to the town centre from the Onslow and Spectrum sites. In this regard, we are exploring options to relax the planning permissions, which may enable the bus operator to operate the service over an extended period, and in turn, this may help improve patronage and the opportunity for it to operate on a purely commercial basis,
- the relaxation of the planning permissions at existing P&R sites may provide other opportunities to make savings / generate income and in turn, improve the financial position such as,
  - potentially relocation of a bus depot to the Artington P&R site, utilising underused space,
  - potential to utilise underused space at Onslow P&R for local business parking,
  - proposed changes to extend the operational hours of the on-street controls within the central areas of the CPZ may increase patronage to the P&R and the additional income generated from the changes may aid the financial position. This has been agreed but delayed due to Covid.

Due to Covid19 it is not expected there will be any surplus from Guildford &

Waverley on-street to support the Park and Ride in 2020-21. It is hoped that in 2021-22 use of on-street parking and Park and Ride sites will have stabilised and we can determine if we are able to provide a surplus to support the Park and Ride operation.

If the projected decline (prior to Covid19) in the on-street surplus cannot be arrested, savings increased by the P&R sites themselves or further funding streams established, the ability of the Joint Committee and Guildford Borough Council to continue to fund the P&R service wholly from the on-street account, without requiring subsidy from other funding sources, is uncertain. An urgent review of Park and Ride will be undertaken in conjunction with SCC to understand and establish the steps necessary to maintain appropriate and suitable park and ride services within the funding available.

#### 4.2 **Guildford Parking Study**

A number of the town centre surface car parks are seen as potential sites for development as part of the Local Plan. Parking Services, in partnership with our Planning and Major Projects colleagues, have commissioned a Parking Study to identify the additional demand for parking that is likely to be generated by development both from within the borough and immediately beyond, and where best to provide the appropriate parking now and in the future. The study confirmed that demand is still required and ultimately availability and flexibility is more important to visitors than pricing. Even though we have car parks across the town removing some surface car parks will have an impact on people visiting services in Guildford. An example of this will be losing Bright Hill which is used by people using the Adult Education Centre.

#### 4.3 **Enforcement**

The tables below show the Penalty Charge Notices (PCNs) generated in our car parks. Of these, 17% (1,944) were cancelled following a formal representation/challenge; 2,100 PCNs were cancelled and 63% (1,324) of those were due to customer error. These often relate to human errors, such as wrong registration entered on a visitor scratch-card or Pay by Phone App, or parking in a different car park for the ticket used.

### Number of Penalty Charge Notices Issued

Penalty Charge Notice issued in Guildford 2019-2020	Off-Street Totals
Number of higher level PCNs issued	1895
Number of lower PCNs issue	9468
<b>Total number of PCNs issued</b>	<b>11363</b>
Number paid at discount	6235
Number paid at full charge or above	1398
<b>Total number of PCNs paid</b>	<b>7633</b>
Number of PCNs against which Informal or Formal Reps made	2016
Number of PCNs cancelled as a result of Informal or Formal Reps	1944
Number of PCNs cancelled for other reasons	117
Number of PCNs written off	735
Number of PCNs outstanding	850
<b>Total number of cancelled/written off/outstanding</b>	<b>5662</b>

### Number of Penalty Charge Notices cancelled

PCN Cancellation Reasons 2019 - 2020	No. Off Street	% Off Street
Motorist producing tickets which were not clearly displayed/RingGo	1324	63
Mitigating and other circumstances	69	3
Contract and other parkers entitled to park but not displaying correct permit	157	7
Machine faults and other equipment problems	34	2
Civil Enforcement Officer's error	70	3
Blue Badge Holders not parking according to the scheme	60	3
Problems with signs	11	1
Other issues	380	18
<b>Total</b>	<b>2105</b>	<b>100</b>

Enforcement performance data can also be seen in Appendix 1.

## 5. Consultations

- 5.1 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 Councilor.

## 6. Key Risks

- 6.1 If ongoing funding of maintenance via our reserves is not continued this could affect the lifespan and safe operation of the car parks.
- 6.2 As part of the town regeneration programme it is being considered if a number of surface car parks will be redeveloped and no longer be available for parking. Even though removing short stay options is not a bad thing, it would reduce revenue and customer choice. If this was to put some visitors off coming to Guildford, we may have to consider converting a car park such as Leapale road to short stay as mitigation. Appendix 3 shows a list of surface car parks under risk. An EIA will be completed for this scenario.

## 7. Financial Implications

- 7.1 Corporate Property Services will make a bid for Car Parks Maintenance Reserve (CPMR) funding, for the intended works programme below, for completion in 2021-22 for off- street car parks.

Car parks	Works Details	Costs	Additional Information
Bedford Rd	Misc. repairs	£18k	
	Podium level drainage repairs	£35k	
	Concrete/structural repairs	£60k	
Castle St	Structural repairs - roof turret timbers	£120k	Including £60k from 20/21
Farnham	Stair cores deck coating	£70k	Carried over from 20/21
	Structural and misc. repairs	£40k	Carried over from 20/21
	Steel frame repairs and repainting	£35k	
Leapale Rd	Edge protection	£190k	Not maintenance but suicide prevention measure
York Rd	Structural repairs	£50k	Carried over from 20/21
	Armco barrier repair/replacements	£80k	

- 7.2 In relation to the tariff changes proposed in section 12.3, we expect the revenue levels to be broadly the same as we would otherwise have achieved had the tariffs been unchanged. The purpose of the new tariffs is to encourage longer stays and therefore the lowest cost per hour is expected to compensate by the increased length of stay.

## **8. Legal Implications**

- 8.1 If changes are being made to the accessibility of car parking and park and ride services, the Council will need to consider whether a public consultation and Equalities Impact Assessment should be undertaken. If option 3 is approved, then it will be pricing that will be amended and will not affect accessibility or usage.

## **9. Human Resource Implications**

- 9.1 None identified.

## **10. Equality and Diversity Implications**

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

## **11. Climate Change/Sustainability Implications**

### **11.1 Solar PV Panel at Farnham Road car park**

In line with GBC strategy to use local renewable energy sources, Parking Services is planning to install a Solar PV panel on the roof of Farnham Road car park. This will generate electricity, which will power the car park lights and feed into the national grid. It is also better to use locally generated electricity than to rely on large energy infrastructure to transport it across the country. There are also local community benefits through the retention of more economic value locally.

### **11.2 Electric Charging Points and Green Car Scheme**

The demand for electric charging points is increasing as electric vehicles become more popular, with low emission grants available for new cars and the growing need to find ways to improve air quality and public health. GBC have installed 10 electric charging points in public car parks across Guildford with a further 5 on order. To access the charging facility, the motorist buys and displays a parking ticket while the vehicle is charging.

In support of electric vehicles, GBC has a green scheme, which enables owners of electric vehicles to obtain a "Green Parking Permit" free of charge, giving owners free hours of parking or discounted parking in off-street car parks. There are 121 Green Scheme permit holders signed up to the scheme, which is an increase from 95 last year.

### **11.3 Farnham Road 'early bird' tariff**

At peak times, congestion can be an issue in and around Guildford town centre. To encourage early users of Farnham Road MSCP to arrive before the peak rush hour, we have introduced a discounted hourly rate for those arriving before 7am (Monday- Saturday). The rate is reduced from the current £1 per hour, to 90 pence per hour, for the duration of their stay. The maximum daily charge for users that arrive earlier will reduce from £8.00 to £7.20. Early bird users will receive the

same discount as VV cardholders. It is hoped these changes will assist with the town's Air Quality and Climate Change target and in reducing congestion around the town centre gyratory. As the introduction was delayed due to Covid it is too early to comment on take up of this offer and any benefits.

#### 11.4 Systra Study

Parking services conducted a Systra study, under a Climate Emergency approach, priority given to measures that are most likely to deliver environmental and sustainability benefits. It is anticipated that this approach may reduce parking demand, displace parking to outer locations, encourage modal shift, promote the use of public transport and the uptake of park and ride facilities. However, it is also important that we have sufficient capacity to meet the towns needs and ensure the quality of that provision.

Recommendations from the study have been collated and listed below under short- and medium-term goals. We are already proceeding with some goals and others are pending stabilisation of Covid19. It is apparent that working through the pandemic we have had to make different decision about how we use our car parking stock, to support our town, residents and key workers. Therefore, until we are through stabilisation it is important we wait to establish if any of those longer-term goals will be affected.

Term	Recommendations	GBC Comments	Status
Short Term	GEOmii system	GEOmii have improved provision of sensor/data. They manage the network, collect, analyse and present data through an improved dashboard. Going forward we can utilise to target areas of under use or target active enforcement.	ongoing
	Improve payment technology & back office system	POF procurement delayed due to Covid-19 which would improve POF payment methods and back office. P&D machines need replacing and would improve payment methods however, this would require funding from SCC. In the meantime, we can look to roll out pay by phone where possible	Pending
	Implementation of strategic tariffs	Looking at strategic tariffs and offerings in relation to current circumstances and to make Guildford more attractive to shoppers and diners	ongoing
	Assessment of car parking provision	We can now show via GEOmii data how our parking provision is being used and where underutilised.	ongoing
	Review of accessible parking provision	During Covid-19 we adapted quickly to provide parking for residents under lock down and key workers parking. Continuing we are utilising underutilised space in conjunction with providing keyworker discounted permits. We need to wait to see how the town responds to measures for shoppers, key workers and the planned use for surface car park redevelopment before making further decisions.	ongoing
	Review and develop marketing & communications with focus on public transport and active travel	A Marketing and Communication strategy will be looked at to keep the town viable for various visitors in conjunctions with transport plans and working with experience Guildford	Pending - await stabilisation before progress
	Installation of	Will look at some locations and usage over a 2-week	Pending,

	cycle parking	period in September to see if further usage and demand required	planned review Sept current provision
	P&R enforcement & investigation of further measures	We are looking into expanding usage of the P&R sites to increase utilisation and support local business such as hospital/university looking for parking provision, but we are constrained by planning and lease conditions.	wip
<b>Medium Term</b>	Encourage Parking displacement & reduce provision in town centre	Need to be part of the transport discussion	Pending
	Enhance P&R provision	Investigate potential new sites	Pending
	Increase EV charging infrastructure provision	Working to improve provision across on-street in-conjunctions with funding from SCC and as we improve car parks to increase provision, starting with Leapale. Consideration for low emission zone.	wip

## 12. Summary of Options

### Review of Pricing Options & Budget projections

- 12.1 Option 1 - No increase on pricing, no change to current situation.  
If Option 1 is chosen, the forecasted 2020-21 budget for off-street would have been circa £8,366,420, which is based on actuals from 2019-20, prior to Covid19 impact. However, Covid 19 and uncertainty over the speed and scale of economic recovery makes it difficult to predict the likely revenues with any degree of certainty.
- 12.2 Option 2 – to further increase the rate for the 4 most convenient surface car parks in the town centre by 10 pence per hour for the first 3 hours, it is estimated to generate a 3.2% increase in revenue of £41,000 per annum if 2019/20 figures are used to predict.
- The Executive decided in January 2020 to implement a price rise in short stay car parks to £1.60 from April 2021. However, due to the reduced occupancy after Covid and the uncertain nature of the recovery a price rise in April could be counterproductive to the recovery. This decision should be reviewed as close as possible to the implementation date to consider whether this is still advisable and delegated authority should be given to the Waste parking and Fleet Services Manger, the relevant Lead Member and the Director for resources to cancel this increase in the event that, in their view, this increase will negatively affect the recovery .
- 12.3 Option 3 – Continue the pre-agreed price increase as per option 2 and introduce a new £1 per hour shopper offer (minimum 3 hrs), Monday to Saturday, with flat rates in Bedford Road MSCP, York Road MSCP, Castle MSCP, G-Live, Millbrook and Tunsgate car parks as follows: -
- £3 for up to 3 hours
  - £6 for up to 6 hours
  - £12 for greater than 6 hours

Option 3 would seem the best option to implement in these car parks with existing tariffs in other car parks unchanged, with the exception of Leapale Road which will match other “short stay” car parks with clear messaging to promote the reduced hourly rate, encouraging the "relax, stay for longer enjoy the shops, sites and restaurants". This would encourage shoppers to stay longer, hopefully spending more but also increasing confidence in using the town.

12.4 If this approach is adopted, we will have a range of parking capacity to meet different visitor needs as follows:

- Shopper – 2484 spaces
- Short stay – 851 spaces
- Other (commuter, business and long stay) – 1432

The ratios of parking spaces and pricing strategies can be adjusted as required and in response to changing circumstances as the town is redeveloped and as we emerge from the covid 19 pandemic.

### 13. Conclusion

13.1 The information provided in this report and Appendices should provide the Executive with an update on how the Parking Services has performed in 2019-20, the progress made in 2020-21 and details of the proposed changes recommended for 2021-22.

### 14. Background Papers

- Last year’s Off-street Annual Business Plan report  
<http://www2.guildford.gov.uk/councilmeetings/documents/s16203/Item%2007%20-%20Off-street%20Parking%20Business%20Plan%202020-21.pdf>
- Parking Strategy 2016  
<https://www.guildford.gov.uk/article/17702/Parking-strategy>
- Systra report  
<http://www2.guildford.gov.uk/councilmeetings/documents/s17258/Item%206%20%202020.02.11%20Guildford%20Parking%20Study%20Baseline%20Report.pdf>
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### 15. Appendices

Appendix 1: Guildford Parking Annual Report 2019-20.

Appendix 2: Comparison of short stay parking charges in other similar locations.

<b>Service</b>	<b>Sign off date</b>
<i>Finance / S.151 Officer</i>	<i>EP 06/10/20</i>
<i>Legal / Governance</i>	<i>DO 06/10/20</i>
<i>HR</i>	<i>FS 03/10/20</i>

<i>Equalities</i>	<i>AH 05/10/20</i>
<i>Lead Councillor</i>	<i>JS 21/10/20</i>
<i>CMT</i>	<i>CW on 2909 &amp; 27/10</i>
<i>Executive Liaison</i>	<i>CW on 07/10/20</i>
<i>Committee Services</i>	<i>JA 09/10/20</i>

Please ensure the service areas have signed off report. Please complete this box and do not delete.

