

## REPORT TO CABINET

Title: **REVIEW OF PAY AND DISPLAY PARKING SYSTEM**

Date: 27 November 2008

Member Reporting: Councillor Rayner

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Wards Affected: All

### 1. SUMMARY

- 1.1 This reports provides Cabinet with the outcome from the recent Review of Pay and Display Parking System, undertaken following the request from the Leader of the Council for a review. This was in part in response to the introduction of Pay and Display parking at Nicholson's Multi Storey Car Park in March 2008 and the subsequent feedback from residents, local businesses and the Town Management Partnership Board.
- 1.2 A petition was received by the Leader in June and presented to full Council on 24<sup>th</sup> June, and this was referred to Cabinet, which considered a report at the meeting held 25<sup>th</sup> September 2008.
- 1.3 The full review is included as Appendix 1 to the Report to Cabinet, the main conclusions reached are:-
- There are primarily three different parking control systems in widespread use in charged for car parks, Pay on Foot, Pay on Exit and Pay and Display, These have different strengths and weaknesses which are outlined in Appendix A of the Review.
  - Pay and Display parking control equipment is widely used throughout the Royal Borough, which operates a mixed parking stock of off street surface and multi storey car parks and on street parking spaces, and over a long period there has been a gradual move towards this type of equipment as the standard system deployed in RBWM operated and managed car parks and through the paid for on street parking spaces.
  - There are no hard and fast rules about which type of equipment should be used in different types of situations, however where a car park is heavily used by shoppers, feedback from retailers and their customers indicates a preference for either Pay on Foot or Pay on Exit systems, whereby payment for parking is made at the end of the parking stay and on return to the vehicle, thereby avoiding the need to decide at the time of arrival and parking the intended duration of stay. This is in contrast with Pay and Display system whereby at the arrival and the beginning of the parking stay, a decision needs to be made about the proposed stay duration, and if a longer period of stay is subsequently required, a return visit to the vehicle and pay station must be made to purchase an additional stay period.
  - The decision to replace the Nicholson's MSCP Pay on Foot system with Pay and Display equipment was made based upon a number of factors at the time which included the relatively uncertain long term future of the existing car park, the overall cost and ongoing operating costs of the equipment, harmonisation and integration

with the other RBWM equipment and the consequential flexibility for re-use of the equipment and the potential for resident discounts using the existing Advantage Card.

- The long term future for the Nicholson's MSCP is being re-considered as part of a wider town centre redevelopment scheme and is likely to result in the re-provision of the existing car park, the Pay and Display equipment currently deployed in this car park will be able to be re-used in other RBWM car parks if an entirely new car park is built or the current one is extensively refurbished and it is proposed that a Pay on Foot or Pay on Exit system is the preferred solution.
- The cost to replace the former Pay on Foot system with a Pay and Display one was significantly less than a like for like replacement. In addition to the initial capital costs the ongoing operational equipment costs for the Pay and Display system are lower than those for a stand alone Pay on Foot or Pay on Exit system.

## 2. RECOMMENDATION:

**That Cabinet notes the review and the conclusions, and takes these into consideration when deciding on the long term future parking management of the Nicholson's MSCP as part of the potential outcomes of the Rejuvenation Project of Maidenhead Town Centre.**

What will be different for residents as a result of this decision?

The Council will consider the full range of options, cost and implications for the type of control system for the long term management of the Nicholson's MSCP, with a view to ensuring the residents and local retailers views are taken into consideration as well as the other factors identified as key considerations in the review findings.

## 3. SUPPORTING INFORMATION

### Background

- 3.1 The systems review was undertaken following a request from the Leader of the Council after the introduction of the Pay and Display parking system was implemented in March 2008.
- 3.2 The decision to implement a change of parking system was first considered in late 2004, however funding was not confirmed until the budget for 2007/08 was agreed in February 2007.
- 3.3 The Council introduced a revised tariff as a 'Shoppers Special' in mid September, whereby parking for up to four hours can be purchased for £2, with the intention of offering longer stay shoppers parking at very competitive rates and thereby overcome the concerns raised about the duration of shoppers' trips being curtailed prematurely as a result of returning to vehicles before the purchased time has elapsed. The take up of this revised tariff in the first two months of operation has been marginally greater than anticipated, with the largest change being those switching from parking for up to two hours to the new up to four hour period.
- 3.4 The full details of the review are set out in Appendix 1 to this Cabinet Report.

3.5 In addition to the main conclusions from the review a number of other points should be noted. These include:-

- The longer term approach and options for the Nicholson's MSCP can be considered as part of the progression of the Supplementary Planning Document, which is being developed and is being considered as a separate item on the Cabinet agenda.
- The widespread use of Pay and Display elsewhere in the Borough does not attract adverse comments, in the same way as appears to have been the case when the Nicholson's car park was changed. However the changes made to the tariff in mid September appear to have been very well received.
- The change to Pay and Display at the Nicholson's MSCP was the continuation of a long term transition from a mixed equipment operation to a standard Pay and Display methodology, which has been in place for many years.
- The Pay and Display system provides for improved frequency of patrols and as a result improves security within the car park. The links with the use of Advantage Cards provides for more flexible tariff structures and the targeted use of reduced rates for RBWM Residents.
- The use of a pay and display system is more cost effective, particularly bearing in mind the uncertain long term future of the Nicholson's MSCP. The longer term implications for future funding of new equipment need to be considered if an alternative equipment and control strategy is embarked upon.

3.6 Use of the Council's car parks is monitored closely as part of the overall management of parking, and the impact of the revised 'shoppers special' tariff will continue to be monitored on a monthly basis. The use and take up of this revised tariff will help inform any future long term plays for the Council's parking control systems.

#### 4. OPTIONS AVAILABLE AND RISK ASSESSMENT

##### 4.1 Options

A range of options exist with regard to the control systems used for RBWM for car parks.

	Option	Comments	Risk
1.	Note the review report and continue with the current P+D Operation following the introduction of the revised Shoppers Special tariff, for the foreseeable future until the long term impact of the Town Centre re-development is clear and the associated car park requirements are confirmed.  <b>This is Recommended.</b>	This will be cost effective and avoid significant additional capital investment in the short term.  Continue the Shoppers Special for a six month period whilst the redevelopment plans are progressed and until after the busy Christmas period.  The majority of car park users are able to obtain their preferred	Customers consider the pay and display system as unacceptable and decide to shop elsewhere, or make fewer trips to the town and reduce their overall spend within the local economy.

	<b>Option</b>	<b>Comments</b>	<b>Risk</b>
		stay periods and the P+D equipment has the added benefit of offering free evening residents parking after 7pm through the Advantage Card system.	
2.	Change the P+D system back to a PoF system	This will require invest in the region of £200K and may be premature bearing in mind the current re-development plans for the town centre.	The existing equipment will need to be stored until it is required to replace other Pay and Display units as they reach replacement time.

## 5. CONSULTATIONS CARRIED OUT

- 5.1 The review has considered the issues associated with the three main types of parking control systems and the different systems deployed in a number of towns adjacent or near to Maidenhead.

## 6. COMMENTS FROM OVERVIEW AND SCRUTINY PANEL

- 6.1 This report was considered by the Planning & Environment Overview & Scrutiny Panel at their meeting held on 3 November 2008.
- 6.2 The Panel resolved that the report be recommended to Cabinet for approval, subject to the second Appendix document being amended as requested to make the overall documents clearer.

## 7. IMPLICATIONS

The following implications have been addressed where indicated below.

<b>Financial</b>	<b>Legal</b>	<b>Human Rights Act</b>	<b>Planning</b>	<b>Sustainable Development</b>	<b>Diversity &amp; Equality</b>
✓	N/A	N/A	N/A	✓	N/A

Background Papers:

Cabinet Report – Petition – Car Parking in Maidenhead – September 2008