



GUILDFORD PARK AND RIDE FARES REVIEW

SURREY COUNTY COUNCIL LOCAL COMMITTEE (GUILDFORD)

11th MARCH 2009

KEY ISSUE

This report recommends a revised fares strategy for Guildford Park & Ride services with effect from 30 March 2009.

SUMMARY

The report sets out the current park and ride fares structure, and compares this with other towns in England. It puts forward a revised strategy based on the relative convenience of the various park and ride sites and the pressure on the several car parks.

Report by

LOCAL HIGHWAYS MANAGER

Surrey Atlas Ref.

N/A

GUILDFORD B.C. WARD (S)

N/A

COUNTY ELECTORAL DIVISION (S)

N/A

OFFICER RECOMMENDATIONS

The Committee is asked to agree that:

- (i) the revised fares and pricing strategy as set out in this report should take effect from 30 March 2009.

INTRODUCTION and BACKGROUND

- 1 The operational funding of the Guildford Park & Ride services is currently met by the County Council's Controlled Parking Zone (CPZ) on-street parking surplus and from the fares revenue received on-bus. At present car parking is free at all four sites (Artington, Ladymead, Merrow and Spectrum).
- 2 During September 2008 the Merrow Park & Ride site was opened, providing an additional 335 park & ride car park spaces, and this was followed in December 2008 with the opening of the Artington extension offering a further 250 spaces (total 716 spaces).
- 3 The current fares charged on the Park & Ride services were last revised on 1 October 2005 and are set out below. Since then town centre car parking charges have been increased, and it is proposed that from 1 April 2009 long-stay parking charges will be £0.80 / hour (an eight hour visit would cost £6.40) and short-stay charges will be £1.00 / hour (a four hour visit would cost £4.00).
- 4 Current charges at the Park and Ride sites are shown in **TABLE 1** below.

	Adult return	Adult weekly	Adult monthly
Artington	£1.20	£4.80	£17.00
Merrow	£1.00	£4.00	n/a
Spectrum / Ladymead	£1.20	£4.80	£17.00

- 5 While assessing suitable levels to set the new fares a comparison has been made with other Park & Ride services provided in the south of England. These are shown in **TABLE 2** below. It can be seen that Park and Ride in Guildford represents very good value for money.

	Adult return fare	Parking charge
Exeter	£1.70 – all day	Free
Horsham	Free	£1.50 per car
Maidstone	£2.00 peak / £1.50 off peak	Free
Oxford	£2.50 peak / £2.00 off peak	Free
Plymouth	£2.80 peak	Free
Salisbury	Free	£2.50

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Winchester	Free	£2.00
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PROPOSED REVISIONS TO FARE STRUCTURE

- 6 With the introduction of the Merrow service and the need to manage car park usage effectively, the Local Committee has the opportunity to introduce differential fares charging at all the park & ride sites. This strategy, which has been discussed and agreed at meetings of the Transportation Task Group, is now brought to the Local Committee for approval.
- 7 To assist with the demand management of the car parking spaces at the Park & Ride sites, fares can be set to reflect the relative convenience of the car park site, the availability of parking spaces, frequency of the bus service and also hours of operation. For example Spectrum park & ride operates between 7.30am and 11.00pm with a bus every 12 minutes whereas Merrow has a 15 minute service from 7.30am – 7.30pm. The table below details the proposed revised charges with effect from 30 March 2009.
- 8 **TABLE 3** below shows the proposed charges at the Guildford Park & Ride sites with effect from Monday 30 March.

	Adult return	Adult weekly	Adult monthly
Artington	£1.50	£6.00	£21.00
Merrow	£1.20	£5.00	N/a
Spectrum /	£1.70	£7.00	£21.00
Ladymead (Saturday)	£1.20	N/a	N/a

CURRENT USAGE

- 9 The bus passenger survey undertaken on the Guildford Park & Ride services during October 2004 identified that the most commonly cited reasons for using park & ride were convenience (79%) and low price (62%). Taking into account the current town centre car parking charges, the proposed price increase continues to represent good value, meeting the passenger criteria noted previously.
- 10 There is a long-standing pressure for car park spaces at the Spectrum which, despite the opening of the 259 space park and ride extension during 2005, has caused difficulties for Spectrum customers. The differential charging proposals outlined above will assist with reducing this pressure on parking spaces, however, as part of the overall strategy for managing the Spectrum car park charges may well be considered in the future.

CONSULTATIONS

- 11 The strategy in this report has been developed following several meetings of the Transportation Task Group.

EQUALITIES AND DIVERSITY IMPLICATIONS

- 11 There are no direct Equality and Diversity implications as a result of this report.

CRIME AND DISORDER IMPLICATIONS

- 11 There are no direct Crime and Disorder implications as a result of this report.

FINANCIAL AND VALUE FOR MONEY IMPLICATIONS

- 12 The additional fares income as a result of increasing the fares will reduce the pressure on the CPZ on-street parking surplus.

CONCLUSIONS & REASONS FOR RECOMMENDATIONS

- 13 It is recommended that the Guildford Local Committee agree the revised fares and pricing strategy as set out in this report to take effect from 30 March 2009. The proposed fares revisions will increase farebox revenue thus reducing pressure on the CPZ account.

WHAT HAPPENS NEXT

- 14 Subject to Guildford Local Committee approval the revised fares will be introduced on Monday 30 March 2009.

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BACKGROUND PAPERS	None
