



# **GUILDFORD PARK AND RIDE FARES REVIEW**

## **SURREY COUNTY COUNCIL LOCAL COMMITTEE (GUILDFORD)**

**9<sup>th</sup> MARCH 2011**

### **KEY ISSUE**

This report recommends a revised fares strategy for Guildford Park & Ride services with effect from 3 April 2011, and the withdrawal of the Saturday-only Service 101 from Ladymead.

### **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 fares proposal and provides an update on service performance. The future operation of the Park and Ride Service 101 from Ladymead is also considered.

### **Report by**

### **Surrey Atlas Ref.**

HEAD OF TRANSPORT FOR SURREY

N/A

**GUILDFORD B.C. WARD (S)**

**COUNTY ELECTORAL DIVISION (S)**

N/A

N/A

## OFFICER RECOMMENDATIONS

The Committee is asked to agree that:

- (i) the revised fares and pricing strategy as set out in this report take effect from 3 April 2011
- (ii) the cessation of the Saturdays-only Park & Ride Route 101 operating to/from the Allianz Cornhill Ladymead car park takes place at the end of March 2011

## 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 2009 the Local Committee Transportation Task Group recommended that annual Park & Ride fares reviews should be carried out. The current fares charged on the Park & Ride services were last revised on 5 April 2010 and are set out below. From April 2011 long-stay car parking charges in Guildford will be £0.90/hour, short-stay charges £1.10/hour with an evening charge of £1.
3. Current charges at the Park and Ride sites are shown in **TABLE 1** below.

	Adult return	Adult weekly	Adult monthly
Merrow	£1.30	£5.50	£21.00
Artington	£1.60	£6.50	£23.00
Spectrum (Monday - Friday)	£1.80	£7.50	£25.00
Ladymead (Saturday)	£1.30	N/A	N/A

4. A comparison has been made with other Park & Ride services in the south of England. These are shown in **TABLE 2** below. It can be seen that Park & Ride in Guildford continues to represent very good value for money.

	Adult return fare	Parking charge
Exeter	£2.00	Free
Horsham	Free	£2.00 per car (£1.50 on Saturdays)
Maidstone	£2.50 peak / £1.50 off peak	Free
Oxford	£2.50 peak / £2.20 off peak	Free
Plymouth	£1.70 - £2.40 peak	Free
Salisbury	Free	£2.50
Winchester	Free	£3.00 peak / £2.00 off peak



## PROPOSED REVISIONS TO FARE STRUCTURE

5. In line with the strategy to maintain differential fares charging at Guildford Park & Ride sites **TABLE 3** below shows the proposed charges at the sites from Monday 3 April. In summary, adult return fares have been increased by 20p at all sites, with equivalent increases to weekly and monthly fares.

	Adult return	Adult weekly	Adult monthly
Merrow	£1.50	£6.00	£23.00
Artington	£1.80	£7.20	£25.00
Spectrum	£2.00	£8.00	£27.00

## CURRENT USAGE

6. Passenger usage for the calendar years 2008, 2009 and 2010 is detailed below in **TABLE 4**.

	2008	2009	2010
Merrow	n/a	150,000	206,000
Artington	365,000	420,000	448,000
Spectrum	375,000	320,000	295,000
Totals:	740,000	890,000	949,000

Notes on table:

1. Figures rounded to nearest 1,000
  2. Merrow and Artington figures are based on six-day operation (Mon-Sat), while Spectrum is based on five-day operation (Mon-Fri)
7. Overall, passenger usage continues to increase however it is evident that the numbers of people travelling to/from Spectrum has declined. This can be attributed in part to the opening of Merrow Park and Ride site which will have intercepted a number of users. Usage at Artington continues to increase.
8. The Saturday-only Park & Ride service from the Ladymead car park (route 101) carried 13,000 trips during 2010, and generated approximately £4,500 in revenue. The annual gross cost of the contract is approximately £39,000, and the net cost is £34,500. Given the costs of providing the service and the relatively low usage of the service, it is considered that it represents poor value for money and should cease operations from the end of March 2011. It is likely that patronage on the service has already been abstracted by the Merrow Park & Ride service (route 300), and the Merrow car park will provide an alternative for existing users of Ladymead.

## CONTRACTS

9. The Service 100 to Spectrum and Service 200 to Artington are currently

operated by Arriva. The contracts will be re-awarded from 3 April 2011, for a period of 18 months. This contract period is shorter than usual, but will allow alignment with the findings of joint Guildford Borough Council and Surrey County Council review of Guildford Park & Ride. If the recommendations of this report are accepted, then the new contract will comprise operation of the Spectrum 100 and Artington 200 services only.

## **REVIEW OF PARK AND RIDE**

10. The joint Guildford Borough Council and Surrey County Council review of Park & Ride referred to in paragraph 9 above, is being undertaken by a task group comprising Members and Officers, and is currently developing options to make the Guildford Park & Ride network cost neutral with effect from April 2012. It is expected that the task group will complete its work over the next few months, and recommendations arising from the work will be the subject of a report later this year. The proposals contained in this paper for the annual fares change, and cessation of the Ladymead service, are part of the regular management of Guildford Park & Ride but both measures will also assist with meeting the review's target of cost neutrality.

## **CONSULTATIONS**

11. The strategy in this report has been developed following several meetings of the Transportation Task Group. The Task Group recognised the valuable assistance and support of Allianz Cornhill in developing the Ladymead service over many years, which has helped support the economy of the town.

## **EQUALITIES AND DIVERSITY IMPLICATIONS**

12. Those on low incomes may be affected by the fares rises proposed but the effect is expected to be minimal. The proposed fares increase is low in cash terms and Guildford Park & Ride service fares would still compare favourably with those at other Park & Ride schemes in the south east of England.

## **CRIME AND DISORDER IMPLICATIONS**

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

## **FINANCIAL AND VALUE FOR MONEY IMPLICATIONS**

14. The additional fares income as a result of increasing the fares will reduce the pressure on the CPZ on-street parking surplus. The withdrawal of the Ladymead service (route 101) on a Saturday will reduce the costs further by £34,500.

## **CONCLUSIONS & REASONS FOR RECOMMENDATIONS**

15. 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 3 April

2011, and the withdrawal of the Ladymead service (route 101) on a Saturday. The proposed fares revisions will increase farebox revenue, and the withdrawal of the Ladymead service will reduce costs by approximately £34,500, thus reducing pressure on the CPZ account.

**WHAT HAPPENS NEXT**

16. Subject to Guildford Local Committee approval the revised fares will be introduced on Sunday 3 April 2011, and Ladymead operations will cease after last bus on 26 March 2011.

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<b>BACKGROUND PAPERS</b>	None

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