



SURREY COUNTY COUNCIL

LOCAL COMMITTEE (GUILDFORD)

DATE: WEDNESDAY 18 SEPTEMBER 2013
LEAD OFFICER: DAVID CURL, PARKING STRATEGY & IMPLEMENTATION
TEAM MANAGER

SUBJECT: ON-STREET PARKING CHARGES IN GUILDFORD

DIVISION: GUILDFORD SOUTH WEST
GUILDFORD SOUTH EAST

SUMMARY OF ISSUE:

In Guildford town centre on-street parking for visitors is controlled by pay and display. To ensure this control works to help reduce congestion the Committee is asked to consider increasing the charge for on-street pay and display parking by 10p per half hour.

RECOMMENDATIONS:

The Local Committee (Guildford) is asked to agree that:

- (i) the proposed on-street pay and display charging structure shown in Annexe 1 is advertised by notice and introduced

REASONS FOR RECOMMENDATIONS:

To encourage parking patterns that reduce congestion and ensure space is available for short stay visitors.

1. INTRODUCTION AND BACKGROUND:

- 1.1 In 2003-04 the Guildford Local Committee and the Guildford Borough Council's Executive agreed a parking strategy for Guildford Borough. The strategy set out to discourage long stay parking, normally workers, in the town centre so there is easily accessible space for short stay visitors, often shoppers.
- 1.2 Understandably most motorists wish to park as close to their destination as possible. In any town most workers arrive before shops and businesses open and without controls and charges would park in the most convenient spaces. This means when businesses and shops open there would be little or no convenient space for their customers.

ITEM 9

- 1.3 Controls and charges are an effective way of supporting business so customers can gain ready access. A customer to a business or a shopper may park for a couple of hours in a town centre occasionally and the cost of parking is normally small in comparison to the transactions they are carrying out. Whereas someone working in an area and travelling by car is likely to attend regularly, often five days a week, and park for long periods, often more than eight hours a day. Tariffs are therefore used to create a situation where most workers will park away from the town centre and space is available for customers. Tariffs also encourage motorists to consider other modes of transport and this is particularly important with workers who are likely to travel during the morning and evening peaks.
- 1.4 When looking at parking for shoppers and visitors the on-street parking space is usually the most convenient. In Guildford there are around 490 on-street pay and display spaces and 313 of these are for use by permit holders or visitors using pay and display in “dual use” parking places. In addition, there are around 3,000 off-street parking spaces in various car parks.
- 1.5 Again, most users will seek out the most convenient spaces and if too many drivers look for on-street space it increases the amount of congestion on the streets. Off-street car parks take the traffic flow off the roads and the vehicles cause less congestion. It is again important to have a hierarchy of charges to encourage drivers to park quickly and not circle the streets looking for space. It therefore follows that on-street charges should be set higher than off-street charges.
- 1.6 The Institution of Highways and Transportation in their publication “Parking Strategies and Management” say “In central areas, it is best to charge most and have shortest parking durations on the most accessible on-street spaces, with longer stays at lower prices in less popular areas and off-street.”
- 1.7 When on-street charging was first introduced, the hourly rate for parking on – street was set at twice the hourly car park charge. Over time, the charges within the car parks been reviewed and increased to deter long stay users and so that the main centrally located car parks are prioritised for short-stay users. However the on-street charge has not been reviewed since 2008.
- 1.8 As a result, the differential between the on- and off-street parking charges has diminished. The on-street charge is 70p per half an hour, or £1.40 per hour except in some parking spaces around Harvey Road where it is 50p per half hour. The main short stay car park charge is £1.20 per hour and the major long stay car parks are 90p per hour.
- 1.9 The surplus generated by on-street parking charges has for many years contributed towards the transportation strategy for the town, subsidising the operation of the Guildford park and ride operation.

2. ANALYSIS:

- 2.1 The on-street pay and display usage in the town appears to have remained constant for a number of years. The income from pay and display shows the total amount of time purchased and is the best measure of usage. The number of tickets sold helps indicate the number of visitors and the average

www.surreycc.gov.uk/guildford

value of a ticket (income divided by tickets) show the average value of a transaction.

TABLE 1

Year	Income (£)	Change (compared to 2010-11)	No. of Tickets	Change (compared to 2010-11)	Average value per ticket
2010-11	692,868	-	532,111	-	£1.30
2011-12	701,734	+1.3%	533,031	+ 0.1%	£1.32
2012-13	687,677	-0.7%	524,046	-1.5%	£1.31

- 2.2 Small variations in usage occur due to weather conditions, road works and other localised factors. The figures in table 1 appear to show a steady situation despite a recession. However, this disguises patterns within the town centre. The car park for the old Civic Hall was shut for two years between 2009 and 2011. It reopened as G-live in 2011. During the time it was shut, there was far higher usage of on-street parking around the site than when the car park was open. Gradually users are returning to the car park and usage of the on-street pay and display is falling in this area.
- 2.3 If this one-off trend is discounted the usage of on-street pay and display is increasing particularly in areas most convenient to the town centre. When compared to 2010-11 the following roads are examples of those that have shown an increase in usage.

TABLE 2

Road	Income increase since 2010-11	Increase in number of tickets since 2010-11
Millmead	6.4%	8.3%
Tunsgate	4.9%	3.4%
Southhill	27.5%	25.4%
Chertsey Street	11%	11.8%
Castle Street	1.6%	0.8%

- 2.4 To ensure that the roads do not become more congested it is important to consider an adjustment to the tariff.

3. OPTIONS:

- 3.1 The Committee could decide to retain the existing level of on-street charging. This has the risk that the trend that is seen in the centre continues and congestion gets worse.
- 3.2 To avoid this the Committee is recommended to increase the half-hourly fee from the present 70 pence (£1.40 per hour equivalent) to 80 pence (£1.60 per hour equivalent) and from 50 pence per half-hour to 60 pence per half-hour in the more distant 3-hour maximum stay pay and display spaces. This increases the differential between the on- and off-street parking charges and will help to reduce congestion caused by drivers looking for on-street parking. By encouraging drivers who are visiting for general purposes to use car parks

ITEM 9

the on-street parking bays will be more available for those who have a specific location.

- 3.3 The Committee could ask officers to look further at differential pricing. Currently there is a single charge for most on street parking in the town centre. The only area where the charge differs is in the area around Harvey Road where there are parking places allowing a 3 hour maximum stay and the charge is 50p per half hour. The area where the lower charge applies is up a steep hill and this acts as a natural deterrent. The area covered by on-street charging is shown on the map attached as Annexe 2. To break it up further and have different tariffs could lead to more confusion amongst motorists about the correct charge and the change they will require. The areas, which receive less use, are also "dual use" parking spaces which can either be used by permit holders or by visitors paying the charge. To have a lower charge in these areas may reduce the space available for residents. We therefore do not recommend fragmenting the on-street charging areas any further and recommend increasing all the current charges by 10p per half hour.
- 3.4 To further try to reduce the impact of cars on the town we will promote park and ride options on the pay and display machines and on the pay and display tickets. The pay and display machines do not have much spare space for further information so we will produce a suitable sticker.

4. CONSULTATIONS:

- 4.1 The introduction of and changes to formalised parking controls requires us to publish a notice of intent, inviting representations. We report any unresolved representations subsequently received, back to the Committee for its consideration. Only then, can we make the traffic regulation order and implement the changes.
- 4.2 In the case of changes to existing on-street pay and display parking charges, however, the process is different. In this case, the Committee merely has to agree the change, and then we can make and implement the change by the publication of a notice in a local newspaper.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 The cost of changing the pay and display machines and the tariff insets is £1,000. The cost of publishing a public notice would be in the region of £1,000. These amounts can be met from the Guildford On-street parking account. The change in tariff is aimed to encourage some of the users of on-street pay and display to opt for car parks to reduce congestion. This is also likely to have an effect on the amount of money taken from pay and display parking and we estimate that the change could result in £70,000 to £90,000 per annum depending on the sensitivity of users to the price change.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 None. Blue badge holders can park without charge or time limit in on-street pay and display parking places and this will not change.

7. LOCALISM:

- 7.1 The proposal will primarily affect motorists, be they from Guildford, the surrounding Borough, throughout Surrey, or from elsewhere.

8. OTHER IMPLICATIONS:

- 8.1 Sustainability implications

Encouraging more motorists to use car parks rather than parking on-street reduces congestion particularly at busy times. Tariffs also influence motorists' choices to use more sustainable options like park and ride or public transport.

9. CONCLUSION AND RECOMMENDATIONS:

- 9.1 In order to reduce congestion in Guildford town centre, it is recommended that there is an increase in the on-street parking charges from 70 pence per half-hour to 80 pence per half-hour in the 30 minute and 2-hour maximum stay pay and display and pay display dual-use spaces. Furthermore, it is recommended that there is also an increase in the on-street parking charges from 50 pence per half-hour to 60 pence per half-hour in the 3-hour maximum stay pay and display dual-use spaces.

10. WHAT HAPPENS NEXT:

- 10.1 If the Committee agrees to implement the officer recommendation, officers arrange for the publication of the public notice and the implementation of the changes. We would aim to introduce the new charge on 6 January 2014.

Contact Officer:

Kevin McKee, Parking Services, Manager (01483 444530)

Consulted:

GLC Transportation Task Group

Annexes:

- 1 – Proposed on-street parking charges
2 – Map showing the charging area of Guildford town centre

Sources/background papers:

None
