

Appendices



NORTHAMPTON  
BOROUGH COUNCIL

Item No.

6

Ward

<b>Name of Meeting:</b>	<b>CABINET</b>
<b>Meeting Date:</b>	16 <sup>TH</sup> April 2007
<b>Directorate:</b>	Customer & Service Delivery
<b>Corporate Manager:</b>	Thomas Hall
<b>Agenda Status:</b>	Public Agenda

<b>Report Title</b>	Car Parking: Various Issues
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<b>KEY DECISION</b>	<b>YES</b>
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### 1. Recommendations

Members are requested to:

- Approve an amendment to the Parking Place Order for St Johns and St Michaels Multi Storey car parks when they change from pay and display to pay on foot on 1<sup>st</sup> May 2007 or other agreed date.
- Approve an amendment to the Parking Place Order for the Mayorhold Shoppers Car Park to enable the car park to be used by Season Ticket Holders from 1<sup>st</sup> May 2007 or other agreed date.
- Provide authority to implement the use of credit and debit cards on selected parking ticket machines to purchase day tickets.
- Provide authority to officers to negotiate and implement schemes to gain income from advertising on selected public car parks.

## **2. Summary**

### **Extension of Pay on Foot**

Currently the St Johns and St Michaels multi-storey car parks operate on the basis of pay and display within the Premier Parking Zone. In order to change to pay on foot at both locations, it will be necessary to advertise the changes to the Parking Place Order within the local media in order to implement the scheme and to manage the parking regulations. If objections are received, which are not anticipated, then this will be reported to cabinet at a later stage. There will be no changes to parking tariffs due to this change in the parking system. Annual Season ticket holders and town centre residents will be allowed to use both car parks.

### **Season Ticket Holders Mayorhold Shoppers pay on Foot Car Parks.**

It is the intention to allow annual season ticket holders into this pay on foot car park from 1<sup>st</sup> May 2007.

### **Credit and Debit Cards:**

Due to the increasing demand from customers to be able to pay their parking ticket charges by credit or debit cards, a proposal will be developed to implement this facility initially on the pay on foot car parks and then for other car parks as part of a machine replacement programme. It is hoped to implement the use of credit and debit cards by 1<sup>st</sup> December 2007, ready for the Christmas period.

### **Advertising on Public Car Parks.**

It is proposed to contract with a company who will sell advertising space utilising display stands in each parking bay on the Mayorhold, St Johns, and St Michaels car parks. The company will provide the display stands and service them and in return the Council will receive a share of advertising revenues. Officers and the Portfolio Holder are considering a draft contract with a view to the scheme being operational by the summer of 2007, thereby raising revenue in the current financial year. This will not involve any additional cost to the Council and has the propensity to provide considerable income. Any advertising will be approved within the Council's advertising guidelines.

### **3. Report Background**

#### **Pay on Foot:**

Following the success of the implementation of pay on Foot on the Mayorhold Shoppers Car Park, the scheme is to be extended to St Johns and St Michaels Multi Storey car parks with anticipated completion by 1<sup>st</sup> May 2007. This scheme has been funded through the Council's capital programme at a total cost of approximately £480,000 although these costs are offset by a donation of £300,000 from Northamptonshire County Council.

St Johns will comprise barriers at all entrances and exits and will be open on a 24-hour basis to accommodate annual season ticket holders and town centre residents' parking.

St Michaels will comprise barriers at all entrances and exits and will open Monday-Saturday from 0700-2200 hrs, Sunday 1000-1700 hrs, and will accommodate annual season ticket holders and town centre residents' parking. The work also includes the provision of shutters at both ends of the car park to stop pedestrian access when closed due to anti-social behaviour.

The Mayorhold Shoppers car park will also be made available to annual season ticket holders and town centre residents' parking and opening hours will be amended to Monday-Saturday from 0700-2200 hrs, Sunday 1000-1700 hrs.

Annual Permit holders will be issued with a pass card to access a specific car park, which if lost will be subject to a £30 administration fee for a replacement. The original pass card will be decoded.

#### **Credit and Debit Cards:**

The existing and new machines being used on the pay on foot car parks will be enabled to accept credit and debit cards. However there is a flat fee charge for each transaction through a clearing bank, which will be investigated. A fee of 20p per transaction may be charged but as the most popular charge on pay on foot car parks is 2-3 hours at £1.80p this would only be 11.1% of total revenue. The final charges will be agreed with the Portfolio Holder and brought back to cabinet for confirmation. The loss rate due to credit and debit card fraud will also be investigated.

The implementation of payment by credit and debit cards is a major improvement in the levels of customer service required by public demand.

#### **Advertising on Public Car Parks:**

There has been a recognition that the car parks provide an opportunity to raise additional non-parking income and several schemes have been investigated over the last 4 years. The proposed scheme has the following advantages:

- Additional non-parking revenues.

- Improved lighting when a vehicle enters a parking bay.
- Reduce the risk of vehicle-to-vehicle damage.
- Individual numbering of parking bays.
- Colour coding of display stands for each floor to aid recognition of customer's vehicles.

The scheme is unique and if implemented, will place the Council in the forefront of car park advertising within the UK.

At the moment only 3 multi-storey car parks are being considered with over 2,000 spaces. The Grosvenor/Greyfriars multi-storey car parks have been excluded as they may be subject to redevelopment. The surface car parks have also been excluded, as consideration may have to be given to planning regulations.

The scheme will also provide an opportunity to promote Council events such as the Balloon Festival and Christmas Marketing.

#### **4. Options and Evaluation of Options**

##### **Pay on Foot.**

This is a major improvement in the levels of customer service reflecting customer demand and will result in 2,255 spaces within the total premier zone stock of 4,769 spaces being pay on foot (47.2%).

##### **Credit and Debit Cards.**

This is a major improvement in the levels of customer service reflecting customer demand. An alternative would be to consider the use of payment by mobile telephone. This requires considerable capital investment and needs a large critical mass of machines to operate economically.

##### **Advertising in public car parks.**

Other options have been considered in the past but they have not been as innovative and as financially viable as the scheme proposed.

## **5. Resource Implications (including Financial Implications)**

### **Pay on Foot:**

The implementation of pay on foot in 2 further car parks is covered by the existing capital approval. The admittance of annual season ticket holders and town centre resident permit holders to these car parks will be funded by the saving on administration costs of issuing permits annually rather than monthly. The imposition of a £30 administration card for lost pass cards will cover any administration costs.

### **Credit and Debit Cards:**

Although there is a financial charge for each transaction this will be offset by the reduction in cash collection charges in terms of physically emptying machines, counting in the cashiers' office, and banking. The cost of implementing the facility on pay machines is already included within the capital costs of implementing pay on foot.

### **Advertising in Public Car Parks.**

A 5-year contract at a 20% share of all income at an occupancy rate of 60% in all 2,255 spaces would provide a forecast £140,712 per annum income.

## **6. Risk and Opportunity Issues**

### **Pay on Foot:**

There is no risk to the implementation of this scheme as it is purely satisfying customer demand and will raise the image of the public parking operation.

### **Credit and Debit Cards:**

There is no risk to the implementation of this scheme as it is purely satisfying customer demand and will raise the image of the public parking operation. The only risk is the potential loss of parking incomes to charges and card fraud. On balance the benefits outweigh the risks.

### **Advertising in public car parks.**

There is no risk to the implementation of this scheme.

## 7. Consultees (Internal and External)

<b>Internal</b>	Legal Department Finance Department Asset Management Department Portfolio Holder
<b>External</b>	<b>Pay on Foot</b> Northampton Town Centre Partnership Northamptonshire County Council  <b>Credit and Debit Cards:</b> Northampton Town Centre Partnership

## 8. Compliance Issues

### A: How Proposals Deliver Priority Outcomes

<b>Recovery Plan</b>
Not applicable.
<b>Corporate Plan</b>
Complies with objectives to improve customer service in all areas.

### B: Other Implications

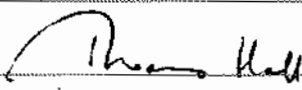
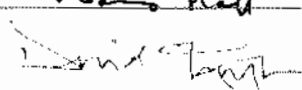
<b>Other Strategies</b>
Complies with Northamptonshire County Council transportation plan.

<b>Finance Comments</b>

<b>Legal Comments</b>
Legal department has considered the draft contract in relation to the advertising on car parks.

## 9. Background Papers

<b>Title</b>	<b>Description</b>	<b>Source</b>
None		

Name	Signature	Date	Ext.
Author			
Corporate Manager		30.3.07	7593
Director		03.04.07	7393

Deputy monitoring  
officer



12.4.07 7335