



**Executive Member for  
Environment  
19 July 2016**

**Decision to be taken  
on or after 27 July 2016**

**Ward:All**

**Key Decision: Yes / No**

## **Worthing Borough Council - Review of Parking Season Tickets**

### **Report by the Director for Customer Services**

#### **1.0 Summary**

Affordable, high quality parking provision is critical for residents, visitors and businesses in Worthing. The provision of car parks was brought in house in 2014 from NCP Ltd. Since then the Council has reviewed how it can improve the parking offer which has included reducing the tariffs across many of the car parks and offering a number of season tickets to encourage car park usage. Work is also underway to carry out physical improvements to the car parks which were in decline whilst under NCP management.

This report sets out proposals to further improve the parking offer in the town for residents, visitors and businesses which will support the economy and increase income to the Council by increasing usage of the car parks.

#### **2.0 Background**

The Council provides off street parking in four multi storey car parks and numerous surface car parks. On street parking is the responsibility of West Sussex County Council who retain income generated.

On the 1st April 2014 the Council took the provision of car parks in-house from NCP Ltd when the contract came to an end. When the service was brought in house the Council reviewed hourly tariffs as well as season tickets and the main changes introduced are summarised below:

- The Multi-Storey Car Park (MSCPs) tariffs were reduced to £1.00 per hour for the first 5 hours and £10.00 for all day parking.
- A discount was offered for workers and hotel guests in the BN11 postcode covering Worthing Town Centre (known as a Validation Deal). The charge was initially £5.00 per day and was later reviewed and further reduced to £4.00 per day.
- For residents residing in the flats at the Guildbourne Centre, the Council introduced an annual season ticket price of £350.00 per year for the High Street multi-storey car park.

- The season ticket price at Marine Crescent was reduced from £115.00 per year to £20.00 per year and the offer of a monthly or quarterly season ticket was removed.
- The night rate tariff in the three MSCPs (High Street, Buckingham and Grafton) was removed making it free to park between 10pm and 6am.
- The tariff structure in the two Brooklands car parks was reviewed making it cheaper to park and the night charge at Beach House East and West car parks and Lyndhurst Road car parks were removed.
- Season tickets were introduced on a trial basis as from 1st March 2016 for the overflow areas in Brooklands Western Road and Brooklands Brighton Road West car parks.

Over the last six months work has also been underway to complete urgent repairs, ensuring compliance with fire safety standards and improving cleansing standards.

The Council offers a range of options for customers using off street car parks:

- Hourly and daily charges and pay and display charges
- Season tickets offering better value for frequent car park users
- Short term validation deals for visitors staying in hotels in the BN11 areas which offer better value than standard daily charges
- Longer term validation deals for customers who regularly use the car parks but not often enough to warrant a season ticket (eg part time workers).

The proposals in this report seek to offer more flexibility and good value for existing and new customers by amending existing tariffs and providing new ones. There is also an opportunity to provide a better parking offer for market stall holders and event organisers, contractors working in the town and to improve the flexibility of the validation deal.

### 3.0 Proposed Options

A number of options have been drawn up to increase usage of the car parks and support businesses. They have been informed by discussions with businesses and business organisations. The proposals consist of:

- **Proposal A** Discounts for bulk purchases of season tickets by employers
- **Proposal B** Introduction of season tickets for contractors working in the BID area
- **Proposal C** Discounts for events and market stall holders
- **Proposal D** Increased flexibility of the Validation Deal

Each proposal is outlined in greater detail below.

#### **Proposal A(i) Discounts for bulk purchases of season tickets to employers - High Street, Grafton and Buckingham MSCP**

The current season ticket charges for High Street, Grafton and Buckingham MSCP are as follows:

- £103 monthly
- £ 280 quarterly
- £ 1084 annually

The number of existing season ticket holders for each of the three car parks is summarised below.

<b>Name of Car Park:</b>	<b>Number of season tickets could offer:</b>	<b>Capacity of car park:</b>	<b>Number of season ticket holders as of May 2016</b>
High Street MSCP	193	619	50
Grafton	132	431	11
Buckingham	86	259	47

It is proposed to offer employers a discount if they purchase annual season tickets in bulk, with the discount increasing the more tickets are bought as set out in the table below. The employer will be billed for the permits and it will be up to them to issue them to individual employees reducing the administration burden on the Council.

Proposed Discounts Bulk Purchases High Street, Grafton and Buckingham MSCP

<b>Vehicles</b>	<b>5 to 9</b>	<b>10 to 14</b>	<b>15 to 19</b>	<b>20 plus</b>
Discount	5.0%	7.5%	10.0%	12.5%
Existing price:	£1,084	£1,084	£1,084	£1,084
Discount Value	£54.20	£81.30	£108.40	£135.50
Actual Price	£1,029.8	£1,002.7 0	£975.6	£948.5

It is anticipated that this will act as an incentive for businesses and increase usage of the MSCPs and increasing revenue.

#### **Proposal A (ii) Discounts for bulk purchases of season tickets to employers - Teville Gate**

Teville Gate MSCP is not quite as central as the other three MSCPs but is within close proximity to Worthing Station and within reasonable walking distance of many employers in town. The current price of season tickets at Teville Gate is as follows:

- Monthly £48
- Quarterly £135
- Annually £500

It is proposed to offer a discount of upto 20% for 20 or more season tickets to employers. The proposed discounts are summarised in the table below.

<b>Vehicles</b>	<b>5 to 9</b>	<b>10 to 14</b>	<b>15 to 19</b>	<b>20 plus</b>
Discount	5.0%	10%	15%	20%
Existing price:	£500	£500	£500	£500
Discount Value	£25	£50	£75	£100
Actual Price	£475	£450	£425	£400

## **Proposal B Contractor's season ticket - Buckingham MSCP and High St MSCP and in High Street surface car parks**

Worthing Town is undergoing a significant amount of regeneration bringing many contractors in to the town. Currently most contractors will purchase a dispensation for on street parking or suspend parking bays through West Sussex County Council.

In order to support the regeneration efforts, reduce highway congestion and increase usage of car parks it is proposed to introduce season tickets for contractors working within the Business Improvement District. The season tickets would be valid for Buckingham MSCP and High St MSCP and in High Street surface car parks.

The maximum length of time the season ticket would be for is three months, after which a new application will need to be made. The proposed charges are summarised in the table below.

### Proposed Charges - Contractors Season Tickets

<b><u>Availability:</u></b>	<b><u>Charge:</u></b>
Weekly season ticket	£12.00
Monthly season ticket	£48.00
Quarterly season ticket	£135.00

## **Proposal C(i) Discount for Stall Holders at Events and Markets- High Street MSCP, Buckingham MSCP and High Street Surface Car Park**

Currently there are no provisions within the existing Parking Order to offer a discount for market traders or event holders whilst visiting Worthing. These markets and events are beneficial for the town bringing in visitors and enhancing Worthing's reputation as a destination.

The current options for these traders are to pay the normal tariffs in the Councils car parks or to use the NCP run Union Place car park, which many of the market stall holders do on a Wednesday.

If parking was offered at the same price as the validation deal (£4.00 per day) more market traders and event organisers in Worthing town would be encouraged to use the Councils car parks.

It is therefore proposed to introduce an all-day charge of £4.00 per market trader vehicle and £4.00 all day charge per trailer available for High Street MSCP, Buckingham MSCP and High Street Surface Car Park. The vehicles that are unable to park in the Multi-Storey Car Parks will be able to park in the High Street surface car park, where an area will be specifically cordoned off for their use.

## **Proposal C(ii) Discount for Stall Holders at Events and Markets - Beach House West Car Park**

Due to the number of events held near Beach House West Car Park, for example the Velodrome, it is proposed to introduce a similar discount to stall holders and event organisers using this car park. Applications will need to be received 28 days prior to the event, either via the event organiser or the Town Centre Manager. The charge would be £4.00 per day and £4.00 per day for a trailer. Payment would be required in advance and a permit would be issued for each vehicle to display.

## **Proposal D Business Validation deal (High St MSCP, Buckingham MSCP and Grafton MSCP)**

Businesses in the BN11 postcode are already able to benefit from the existing Validation Deal allowing them to park for £4.00 per day. This offer is popular with people who work in the area but do not necessarily use their car every day, and therefore do not benefit from a season ticket (for example people working part time).

The existing scheme only allows users to enter the car park once and leave their car all day. The scheme is therefore not attractive to businesses who need to come and go several times during the day such as Estate Agents who may have several viewings in a day.

It is therefore proposed to amend Validation Deal which will offer flexibility of exiting and entering a car park several times per day.

The current software does not allow repeat entries to the car parks on a single ticket, and this would require some development work on the system. The cost of this work would be in the order of £2,000 and would take up to a month to complete from commissioning.

## **4.0 Conclusions**

All of the Councils MSCPs are underutilised and have sufficient capacity to cater for more season ticket holders. The proposals set out in this report are win-win in providing greater flexibility and making it more affordable for people working in Worthing to park. Increasing utilisation of the car parks will in turn increase the revenue to the council. The proposals support business growth and will help to support markets and events. In addition making off street parking more affordable will reduce pressure on on-street parking both outside the Controlled Parking Zone and in the town centre.

The proposals are expected to increase revenue to the Council although it is difficult to provide an accurate assessment of the financial impact of this. In the last financial year revenue income from season ticket sales was £79,000 (for the Multi-storey car parks and surface car parks). Therefore a 10% increase in usage would realise additional income of more than £7,000 taking into account the discounted cost of season tickets. This does not take in to account any additional revenue generated through the proposals for market stall holders and contractors.

The administration costs of the proposals will be absorbed within existing resources. The only development cost is £2,900 to modify software to accommodate the revised Validation Scheme and to configure the back office parking system.

The risks associated with the proposals are low. Due to the significant parking capacity it is extremely unlikely that sales of season tickets would limit capacity for visitors. However to minimise such a risk the Council would limit the number of Season tickets available per site.

## **5.0 Future Considerations:**

Work is ongoing on essential improvements to the car parks. This includes improvements to ensure compliance with fire regulations and health and safety requirements, deep cleans of public areas, replacement of CCTV and repainting of railings. Additional disabled parking and family bays on the ground floor of the High Street MSCP with drop kerbs.

## **6.0 Legal**

The Borough of Worthing (Off-Street Parking Places) Consolidation Order 2007 (“the Order”) provides the legal framework as to the charges that the Council may apply including those to season ticket holders.

In order to vary the charges, the Order would need to be varied and the charges published following the procedures outlined in The Local Authorities’ Traffic Orders (Procedure) Regulations 1996 as amended.

## **7.0 Financial implications**

There are no material financial implications contained in this report. The initial costs required are in the order of £2k. The revenue impact is difficult to gauge but it is highly unlikely to be negative to existing income streams because of planned restriction on the number of discounted tickets offered and the scale of underutilisation of the car parks affected. This report uses an estimate of £7k additional revenue.

## **8.0 Recommendation**

### **8.1 The Executive Member is recommended to agree to:**

- (1) To approve all of the proposals set out in this report to introduce a Contractor’s season ticket, introduce a discount for businesses purchasing multi season tickets, discounts for events and market traders whilst parking in specified car parks and to create a flexible validation deal for customers.**
- (2) For the Executive Member in consultation with the relevant Head of Service to authorise under Scheme of Delegations to amend the existing Order by way of Notice of Variation via Legal Services/Parking Services**
- (3) For the Executive Member to note the costs outlined in Appendix 3 and approve for the necessary expenditure to be made.**

## **9.0 Appendices**

**Appendix 1** Draft Notice of Variation

**Appendix 2** Details of the Multi-Storey car parks.

**Appendix 3** details the potential costs for introducing the proposals.

**Appendix 4** details the timeline for implementing the proposal after a decision has been made.

### **Local Government Act 1972**

**Background Papers:**

**None.**

### **Contact Officers:**

**Jason Passfield**

**Principal Parking Officer**

**Tel. No. 01903 221466**

**[Jason.passfield@adur-worthing.gov.uk](mailto:Jason.passfield@adur-worthing.gov.uk)**

## **Schedule of other matters**

### **1.0 Council Priority**

1.1 Supporting and improving the local economy.

1.2 Ensuring value for money and low Council Tax.

1.3 Protecting front line services.

### **2.0 Specific Action Plans**

2.1 Promote and support projects and ideas that attract new and retain existing businesses, and generate investment in the area.

2.2 Provide and develop customer driven cost effective services.

2.3 Generate financial capital, increase income and seek external funding sources.

### **3.0 Sustainability Issues**

3.1 Matter considered and no issues identified.

### **4.0 Equality Issues**

4.1 Matter considered and no issues identified.

### **5.0 Community Safety Issues (Section 17)**

5.1 Matter considered and no issues identified.

### **6.0 Human Rights Issues**

6.1 Matter considered and no issues identified.

### **7.0 Reputation**

7.1 The proposal would enhance the reputation of the Council by introducing discounts to businesses purchasing bulk season tickets and offering discounted prices for special events and offering discounted season tickets for contractors undertaking key works in the town this will help the local businesses, visitors and commuters.

### **8.0 Consultations**

8.1 Matter considered and no issues identified.

### **9.0 Risk Assessment**

9.1 Matter considered and no issues identified.



## **10.0 Health & Safety Issues**

10.1 Matter considered and no issues identified.

## **11.0 Procurement Strategy**

11.1 Matter considered and no issues identified.

## **12.0 Partnership Working**

12.1 Matter considered and no issues identified.



	<p><b>Season tickets:</b>  <b>Monthly £103.00</b>  <b>Quarterly £280.00</b>  <b>Yearly £1084.00</b></p>	<p><b>Charges are as existing apart from as below:</b></p> <p><b><u>Contractors season ticket:</u></b></p> <p>To introduce a Contractors season ticket for those working on improvement works within the Worthing Business Improvement District</p> <p>Weekly charge £12.00  Monthly Charge £48.00  Quarterly Charge £135.00</p> <p>A contractors season ticket will only be issued up to a Maximum of 3 months then the contractor must re-apply</p> <p>The number of contractors permits a contractor or company can purchase is 5</p> <p><b><u>Town Centre Events / Specialist Markets</u></b></p> <p>On application from the event organiser or Town Centre Manager 28 days prior to the event or Market for parking of event traders, Market traders, concession/charity stall holders vehicles £4.00 per day and £4.00 per day for a trailer.</p> <p><b><u>For Worthing Town Markets held every Wednesday:</u></b></p> <p>To introduce an all-day charge of £4.00 per market trader vehicle and £4.00 for a trailer.</p>
<p><b>High Street Surface car park</b></p>	<p>£1.00 Up to 1 hour  £3.20 Up to 2 hours  £4.80 Up to 3 hours</p> <p>Maximum stay 3 hours</p> <p>Night rate 6pm - 6am £3.00</p>	<p><b>Charges are as existing apart from as below:</b></p> <p><b><u>Town Centre Events/Market Traders:</u></b>  On application from the event organiser or Town Centre Manager 28 days prior to the event for parking of event traders, market traders, concession/charity stall holders vehicles £4.00 per day and £4.00 per day for a trailer.</p> <p><b><u>Contractors season ticket:</u></b>  To introduce a Contractors season ticket for those working on improvement works within the Worthing Business Improvement District</p> <p>Weekly charge £12.00</p>

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<p><b>High Street MSCP</b></p> <p><b>Buckingham MSCP</b></p> <p><b>Grafton MSCP</b></p>	<p><b>Current Season tickets charges:</b></p> <p><b>Monthly £103.00</b> <b>Quarterly £280.00</b> <b>Yearly £1084.00</b></p>	<p><b>Charges are as existing apart from as below:</b></p> <p><b>To introduce discounts for multi-purchases on annual season tickets:</b></p> <p>To introduce discounts for multi-purchases on annual season tickets:</p> <table border="1"> <tr> <td>Vehicles</td> <td>5 to 9</td> <td>10 to 14</td> <td>15 to 19</td> <td>20 plus</td> </tr> <tr> <td>Discount</td> <td>5.0%</td> <td>7.5%</td> <td>10.0%</td> <td>12.5%</td> </tr> <tr> <td>Standard</td> <td>1084</td> <td>1084</td> <td>1084</td> <td>1084</td> </tr> <tr> <td>Actual Price</td> <td>1029.8</td> <td>1002.7</td> <td>975.6</td> <td>948.5</td> </tr> </table>	Vehicles	5 to 9	10 to 14	15 to 19	20 plus	Discount	5.0%	7.5%	10.0%	12.5%	Standard	1084	1084	1084	1084	Actual Price	1029.8	1002.7	975.6	948.5					
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<p><b>Teville Gate MSCP</b></p>	<p><b>Current Season tickets charges:</b></p> <p><b>Monthly £48.00</b> <b>Quarterly £153.00</b> <b>Yearly £500.00</b></p>	<p><b>Charges are as existing apart from as below:</b></p> <p><b>To introduce Bulk Discount on Annual Season Tickets if purchased by an organisation only:</b></p> <p><b>20 plus Season tickets (20% discount) £400 per annual season ticket</b></p> <table border="1"> <tr> <td><b>Vehicles</b></td> <td><b>5 to 9</b></td> <td><b>10 to 14</b></td> <td><b>15 to 19</b></td> <td><b>20 plus</b></td> </tr> <tr> <td>Discount</td> <td>5.0 %</td> <td>10 %</td> <td>15 %</td> <td>20%</td> </tr> <tr> <td>Existing price:</td> <td>£500</td> <td>£500</td> <td>£500</td> <td>£500</td> </tr> <tr> <td>Discount Value</td> <td>£25</td> <td>£50</td> <td>£75</td> <td>£100</td> </tr> <tr> <td>Actual Price</td> <td>£475</td> <td>£450</td> <td>£425</td> <td>£400</td> </tr> </table>	<b>Vehicles</b>	<b>5 to 9</b>	<b>10 to 14</b>	<b>15 to 19</b>	<b>20 plus</b>	Discount	5.0 %	10 %	15 %	20%	Existing price:	£500	£500	£500	£500	Discount Value	£25	£50	£75	£100	Actual Price	£475	£450	£425	£400
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The new charges will come into force on XXX

In all other respects, the provisions of the current Borough of Worthing (Off-Street Parking Places) Consolidation Order 2007 (as amended) will remain in force.

Susan Sale  
Solicitor to the Council  
Town Hall  
Chapel Road  
Worthing BN11 1HA

**Multi-Storey Car Park Data:**

<b>High Street MSCP</b>	<b>Number of Spaces:</b>
Open 24 hours a day Chargeable between 6am to 10pm	619 spaces including 6 disabled and 2 electric bays

<b>Buckingham MSCP</b>	<b>Number of Spaces:</b>
Open 24 hours a day Chargeable between 6am to 10pm	259 spaces including 6 disabled spaces and 24 parent and child spaces

<b>Grafton MSCP</b>	<b>Number of Spaces:</b>
Open 24 hours a day Chargeable between 6am to 10pm	431 spaces including 6 disabled spaces

**Capacity Analysis:**

The Council's car park's team have undertaken a capacity survey to establish the usage of the three Multi-Storey Car Parks. This capacity survey was started in late November 2015.

It is evident from the tables below that all three Car Parks are not being used to their full capacity and are often quite empty.

**Costs to implement the proposals**

**Software/ System Configuration:**

Software costs for the parking back office system are anticipated to be £900.00. In addition to £2,000 to reconfigure the software to enable customers on the Validation Deal to enter and exit the MSCP as many times as they wish on a given day.

**Legal:** We would need to vary the existing Off-Street Car Park Order and give sufficient time for Legal to advertise this. There would be a charge for the Notice of Variation and advertising in the local newspapers.

**Timeline for implementing the proposals**

Once a decision has been made to introduce the changes to the Off-Street Parking Order:

The Draft Notice of Variation to the Car Parking Order would have to be drafted, published in the local paper (WorthingHerald) and consulted on with the appropriate agencies (at least 21 days)

Configuration work to be completed by Parkeon for the new business and customer validation deals

Configuration work to be completed by Xerox for the Parking software (SIDEM) to incorporate the new options for season tickets

**A lead time of at least 8 weeks would be required**

## Appendix 4

### Examples of Discounts Offered by Other Councils

<b>Council</b>	<b>Discount – for Multi-Purchase Season tickets</b>
Havant	Buy 2 season tickets get the 3 <sup>rd</sup> half price
East Havant	No discounts
Test Valley	100 or more purchased at the same time – 25% discount only offered in 2 large car parks
Oxfordshire	No discounts
Surrey Heath	No discounts
Fareham	20% Discount for 8 or more purchased
South Oxfordshire & Vale of White Horse	Only discount of 50% to vehicles with low emissions no discount for multi-purchases
Chichester District	12 months for the price of 11 months if a full year is purchased in advance (season ticket prices range from £484 - £528 for an annual season ticket).
Mid Sussex	No deals on multi purchase season tickets
Horsham District	No deals, Season tickets range from £210 - £305 per quarter
Arun District	10% discount if any one company/person buys ten town centre permits or more
Winchester City	30% Discount on block bookings of over 100 season tickets
Portsmouth City	10% discount on bulk purchases of more than 10 season tickets