

PERTH AND KINROSS COUNCIL

Enterprise and Infrastructure Committee

28 August 2013

PARKING SERVICES UPDATE

Report by Depute Director (The Environment Service)

PURPOSE OF REPORT

This report provides feedback on the “Free from Two” car parking initiative operated over the winter of 2012 /13 and makes recommendations for the adoption of a similar initiative for winter 2013/14. The report also sets out proposals to enable the management and payment regime of the South Inch Car Park in Perth to be changed from “Pay and Display” to “Pay on Foot” as a pilot for the exploration of the wider adoption of Pay on Foot in the Council’s car parks.

1. BACKGROUND / MAIN ISSUES

- 1.1 The Committee has previously requested that officers review the parking arrangements throughout the Council area and identify further opportunities for enhancing parking. This report summarises the limited feedback from the “Free from Two” car parking initiative operated over the winter of 2012/13 as approved by the Strategic Policy & Resources Committee on 19 September 2012 (Report No. 12/400 refers). It makes recommendations for the adoption of a similar initiative for winter 2013/14.
- 1.2 In setting the Revenue Budget for 2013/14, the Council agreed to retain car parking charges at their existing level and to initiate further work on the development of flexible and responsive off-street car parking. This report details proposals to enable the management and payment regime of the South Inch Car Park in Perth to be changed from “Pay and Display” to “Pay on Foot” as a pilot for the exploration of the wider adoption of Pay on Foot in the Council’s off-street car parks.

Free From Two

- 1.3 In autumn 2011, Perth & Kinross Economic Leadership Board was asked to explore a parking promotion to support city centre businesses during the current difficult trading conditions. A “Thursday only” initiative was launched in December 2011 which allowed customers to park for free in Council operated car parks in Perth from 3 pm to 6 pm on 8, 15, 22 and 29 December 2011. The initiative was regarded by city centre retailers as worthwhile.
- 1.4 Building on the 2011 initiative and in an effort to further improve the offer to shoppers, a “Free from Two” initiative was approved in September 2012. This

offered free parking in Perth City centre car parks and town centre car parks in Blairgowrie; Crieff; Dunkeld and Pitlochry from 2pm on Thursdays and Fridays from 29 November 2012 to Friday 25 January 2013.

- 1.5 The 2012/13 campaign was promoted through a variety of media including a press release in early November, a feature in “Perth and Kinross News” published at the end of November, a quarter page advert in the “Winter Guide” circulated to 73,000 homes, posters and leaflets delivered to businesses, social media, websites and flyers delivered home by 3,000 school children.
- 1.6 Businesses supported the initiative by advising customers of this promotion by distributing leaflets and posters, putting details on their websites and promotion via social media.
- 1.7 Perth City Centre Management asked Springboard to provide specific footfall data for between 2 pm and 6 pm in respect of the three Thursdays leading up to, and the Thursday immediately after, Christmas. The table below summarises comparative footfall figures for 2010 through to 2012.

Perth City Centre Footfall: Thursday 2-6pm

Week 1		Week 2		Week 3		Week 4	
06/12/2012	1825	13/12/2012	2488	20/12/2012	2469	27/12/2012	4413
08/12/2011	1172*	15/12/2011	2836	22/12/2011	4362	29/12/2011	4268
09/12/2010	3007	16/12/2010	3574	23/12/2010	4857	30/12/2010	4212

Note

** On 8 December 2011 a significant storm hit central Scotland.*

- 1.8 There is no clear trend reflected in the footfall figures with the exception of a consistently high footfall in the week immediately after Christmas, possibly associated with the traditional sale period. It was not possible to record comparative statistics for footfall numbers in the town centres included in the initiative.
- 1.9 There is no ticketing information for car park usage during the period 2pm – 6pm on the days of the Free From Two initiative as car park users were not required to display a valid ticket. There was also no requirement to undertake enforcement activity in the Council car parks during the period of the initiative. Accordingly, there is no statistical, and limited anecdotal information, to assess what the impact of the initiative was on the uptake of car parking and, by extension, the potential impact on visitor and retail customer numbers.
- 1.10 However, the Free From Two initiative was, in general, welcomed by the local retail sector and the recent car parking initiatives, linked to the festive retail season, have provided a tangible demonstration of the Council's commitment to supporting local retailers and the local economy.

Payment for Parking

- 1.11 Perth and Kinross Council uses “Pay and Display” as its main payment mechanism for car parking. This involves drivers making payments in advance for a pre-determined parking stay, and displaying a ticket on their car’s windscreen. At present, all Council operated paying car parks only accept cash payments in the form of coins.
- 1.12 “Pay and Display” has proved to be an effective means of managing parking spaces, and is a straightforward system under which Blue Badge Holders, emergency service vehicles and Council works vehicles can access free parking.
- 1.13 The alternative of “Pay on Foot”, however, provides a greater degree of flexibility to car park users in that:
- it does not require the driver to pay in advance
 - it does not require the driver to pre-determine their length of stay and may consequently be seen as offering more flexibility in terms of cost
 - drivers can more readily vary their length of stay once parked as they do not require to return to, or move, their vehicle
- 1.14 The majority of car parks offering “Pay on Foot” have, however, been specifically designed with this arrangement in mind. This is not the case with the Council’s existing car park infrastructure where the requirements for an effective pay on foot solution, including barrier controls, appropriate internal and external queuing and traffic management arrangements, would require to be retrofitted. The ability to introduce an effective “Pay on Foot” solution to each of the Council’s existing car parks will, therefore, be influenced by the individual design constraints of the car park concerned.
- 1.15 At present, holders of Blue Badges issued by any UK administering authority may use the Council’s car parks free of charge on display of a valid Blue Badge. This concession is regulated through the visual inspection of car parks, which also assists in enforcing the use of designated disabled parking bays by only those motorists displaying a valid Blue Badge. The introduction of physical barriers to exiting a car park, as is the norm in “Pay on Foot” schemes, reduces the dependence on visual inspection in managing the Council’s car parks. However, it presents difficulties in administering the existing car park concessions for Blue Badge holders.
- 1.16 Accepting the above constraints, the Committee has previously provided direction to officers that it wishes to see the development of “Pay on Foot” proposals for the Council’s car parks.

Proposals are accordingly set out below for a pilot “Pay on Foot” scheme at the Council’s car park at South Inch, Perth.

2. PROPOSALS

Proposed Winter Festival Parking Promotion 2013/14

- 2.1 The Council is committed to promoting and supporting the local retail sector and has sought to do so in conjunction with events such as the Winter Festival. In light of the positive response from shop keepers to the previous car parking promotions linked to the Winter Festival, it is proposed to repeat the “Free from Two” promotion in 2013/14.
- 2.2 The specific proposals for Christmas 2013 and New Year 2014 are:
- Free Parking after 2pm on each Thursday and Friday from 21 November 2013 until 31 January 2014 inclusive.
 - This promotion will operate in the following Council operated Perth City car parks: East and West Mill Street; Speygate; Scott Street and the Canal Street multi-storey car park.
 - The promotion would also operate in the town centre car parks in Blairgowrie; Crieff; Dunkeld and Pitlochry.

It is proposed to provide similar media and advertising support in advance of the “Free From Two” promotion as used last year, with an initial press release on Monday 4 November 2013.

- 2.3 Based upon current income levels from the car parks concerned, the cost of operating a “Free from Two” promotion in 2013/14 in terms of lost charging income is estimated at approximately £60,000. This will require to be met from the Parking Services Revenue Budget.

Proposed Pilot of “Pay on Foot” scheme for the South Inch Car Park, Perth

- 2.4. The Committee will be aware of the works currently being undertaken to develop and improve play and recreation facilities at the South Inch, Perth. It is proposed to link this significant enhancement to the South Inch with a pilot “Pay on Foot” scheme for the South Inch car park.
- 2.5 The South Inch car park comprises 454 car parking spaces and is the second largest of the Council’s city centre car parks in terms of capacity. Its proximity to both the South Inch and the city centre results in the car park being used by a cross-section of local residents and visitors to the city. The South Inch car park is assessed as being more amenable to conversion to “Pay on Foot” than other city centre car parks. For the above reasons, the South Inch car park is considered to represent an appropriate pilot site for the exploration of the wider adoption of “Pay on Foot” in the Council’s car parks.
- 2.6 Appendix 1 to the report details the proposed design for conversion of the South Inch car park to a “Pay on Foot” scheme. It is proposed that access and egress barriers placed towards the back of the mouth of the car park to allow internal queuing capacity for up to six vehicles at any given time.

- 2.7 The southern entrance/exit point was chosen as the access and egress point to best accommodate any queuing on Shore Road as there is more capacity for vehicles to queue there before backing up onto the Marshall Place and Tay Street mini roundabout.
- 2.8 The necessary works and landscaping will be sympathetic to the existing design of the car park and appropriate to the location of the car park in terms of its proximity to the South Inch and Tay Street, Perth.
- 2.9 Subject to approval, it is anticipated that the works can be procured and completed and the scheme in place by early 2014. The Committee is, however, requested to note that the practicalities of retrospectively introducing a pay on foot scheme for the South Inch car park may require subsequent amendments to the proposed design attached at Appendix 1.
- 2.10 A significant consideration is the adoption of measures to accommodate current Blue Badge users of the car park. The South Inch car park currently has a number of dedicated disabled parking bays. It is proposed to consider whether the placement of the access and egress barriers can be adjusted to allow for disabled parking provision prior to entering the car park. If an appropriate design solution cannot be accommodated, it is proposed to consider introducing a suitable number of disabled parking bays on the on-street parking provision adjacent to the South Inch car park.
- 2.11 Another consideration is the impact on existing season ticket holders and residents parking. Currently 22 season ticket holders are eligible to use the car park and will require to be accommodated by the design of the car park or suitable alternative parking.
- 2.12 The total anticipated cost for the proposed scheme is approximately £100,000 including infrastructure works, a shelter and associated equipment. This can be met from Parking Services revenue budget in financial year 2013/14. The on-going revenue costs of maintaining the barrier controls and pay on foot meters can be offset against savings on maintaining the ticket issuing machines currently in place.
- 2.13 The new pay points would be able to allow for alternative payment options including cash and credit/debit cards.
- 2.14 It is proposed that the Committee receive an update report on the pilot of "Pay on Foot" arrangements at the South Inch car park, Perth no later than 12 months from the introduction of the scheme.

3. CONCLUSION AND RECOMMENDATION(S)

- 3.1 It is recommended that the Committee:
- (i) Notes the findings from the 2012/13 'Free from Two' campaign
 - (ii) Approves the proposal for a 'Free from 2' campaign in 2013/14 as set out in sections 2.2 and 2.3 of the report

- (iii) Approves the proposed pilot of pay on foot at the Council's South Inch car park, Perth as set out in sections 2.4 to 2.13 and Appendix 1 to the report.
- (iv) Remits the Depute Director (The Environment Service) to bring forward an update report on the South Inch pilot as set out in section 2.14 as well as further proposals on opportunities for enhancing car parking within Perth & Kinross in due course.

Author(s)

Name	Designation	Contact Details
Chic Haggart Hunter Hope	Roads Service Manager Performance and Support Manager	01738 477205 01738 476450

Approved

Name	Designation	Date
Barbara Renton	Depute Director	24.7.13

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Council Text Phone Number 01738 442573

1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	No
Asset Management (land, property, IST)	Yes
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	No
Risk	No
Consultation	
Internal	Yes
External	No
Communication	
Communications Plan	Yes

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The proposals assist the delivery of the Councils commitments to promote a prosperous, inclusive and sustainable economy, support people to lead independent, healthy and active lives and create a safe and sustainable place for future generations.

Corporate Plan

- 1.2 The Council's Corporate Plan 2013 – 2018 lays out five outcome focussed strategic objectives which provide clear strategic direction, inform decisions at a corporate and service level and shape resources allocation. They are as follows:

- i) Giving every child the best start in life
 - ii) Developing educated, responsible and informed citizens
 - iii) Promoting a prosperous, inclusive and sustainable economy
 - iv) Supporting people to lead independent, healthy and active lives
 - v) Creating a safe and sustainable place for future generations.
- This report is intended to support the delivery of objectives iii) and v) above.

2. Resource Implications

Financial

Free from 2

- 2.1 The loss of car parking income from the operation of a Free from Two promotion in 2013/14 is estimated at approximately £60,000. This will require to be met from the Parking Services Revenue Budget.

Pilot of Pay on Foot scheme at South Inch car park, Perth

- 2.2 The estimated cost of the proposed scheme is approximately £100,000. This will require to be met from the Parking Services Revenue Budget in 2013/14. On-going maintenance costs will be met from the Parking Services Revenue Budget.

Workforce

- 2.3 There are no workforce implications arising directly from the recommendations contained within the report.

Asset Management (land, property, IT)

- 2.4 There are no asset management implications arising directly from the recommendations contained within the report with the exception of maintenance costs related to the operation of parking equipment.

3. Assessments

Equality Impact Assessment

- 3.1 The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) and assessed as **not relevant** for the purposes of EqIA.

Strategic Environmental Assessment

- 3.2 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.3 The proposal has no impact on the Councils ability to discharge its duties in a way which contributes to the achievement of sustainable development or climate change.

Legal and Governance

- 3.4 There are no legal and governance implications arising directly from the recommendations contained within the report.

Risk

- 3.5 There are no specific risks arising directly from the recommendations contained within the report.

4. Consultation

Internal

- 4.1 The Head of Democratic Services and the Head of Finance have been consulted on the contents of this report.

5. Communication

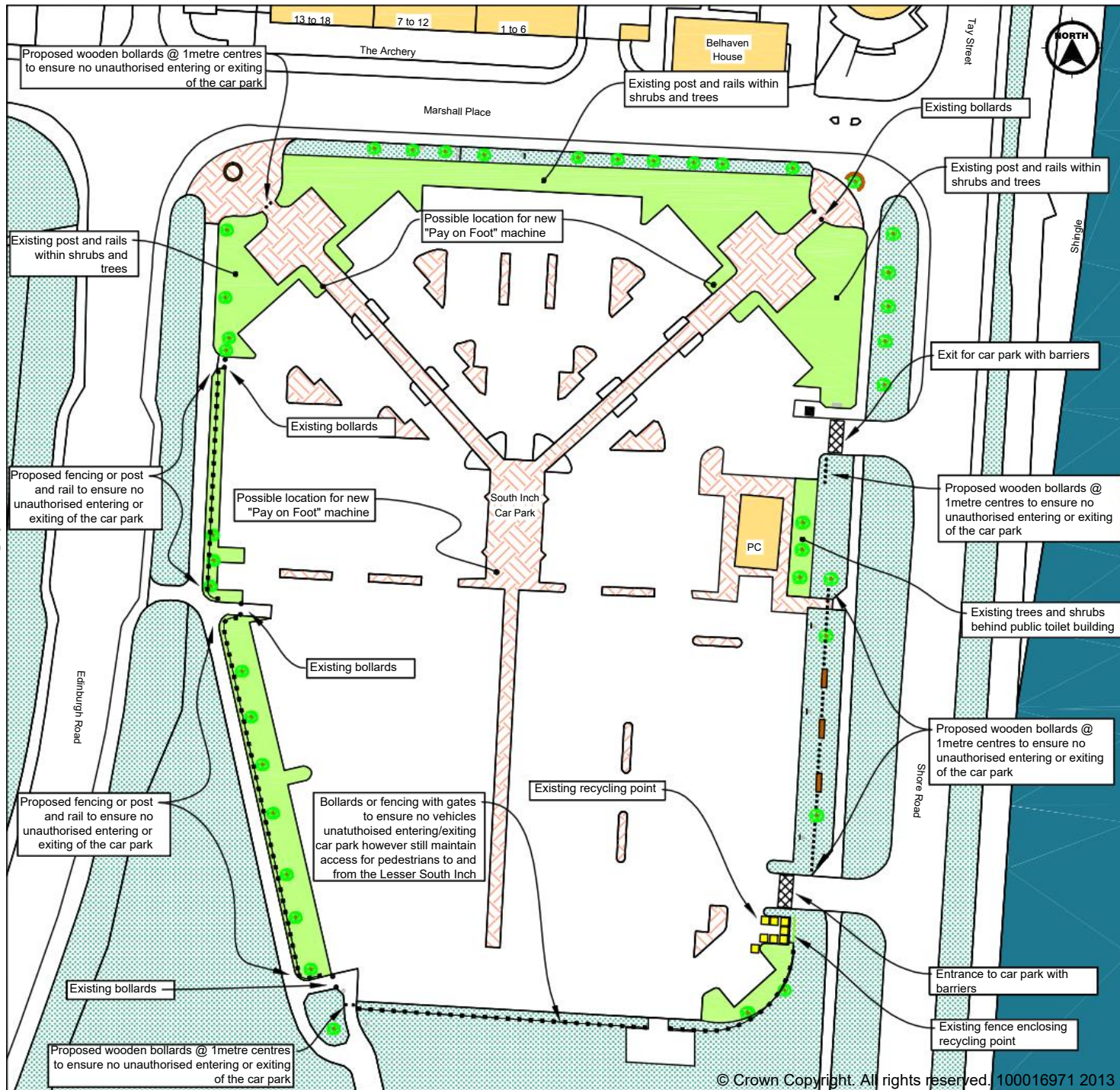
- 5.1 A Communications Plan for the conversion of South Inch Car Park will be produced.

2. BACKGROUND PAPERS

No background papers.

3. APPENDICES

Appendix 1 – Proposed design for the pilot of “Pay on Foot” parking at the South Inch car park, Perth



NOTES:

Revision Details		by	Appvd	Date
AMENDMENTS				
<div><div><p>PERTH & KINROSS COUNCIL</p><p>The Environment Service</p></div><div><p>South Inch Car Park, Perth</p><p>"Pay on Foot" proposals</p><p>Location Plan</p></div></div>				
Executive Director : J Valentine CEng., CEnv., F.I.C.E., F.C.I.H.T				
Drawn by: R J Greszczuk		Drawing Scales: 1:1000@A4		
Checked by: A D Farnington		Project Code: South Inch Car Park		
Approved by: C E Daly		Drawing No: South Inch Car Park_01		
Date: 09/07/2013				

