

CAR PARK TARIFF PROPOSALS 2007/8

LONG STAY PERMITS

1. Long stay permits currently cost £220 per annum. The suggestion is to increase this amount by approx 20% per year until it reaches a comparable cost of a weekly bus saver ticket, thus encouraging alternative travel.
2. A bus saver pass from, for example Bamber Bridge to Chorley is £15.50 per week, £728 per annum.
3. An increase to £265 per year will, based on this years sales, increase revenue by £9.8k per year.
4. Additionally, it is anticipated 75 permits will be sold next year to Chorley Community Housing and others. This will generate £20k.

SHORT STAY CAR PARKS

1. The decision to reduce the 3-hour tariff on the Flat Iron has proved popular and successful and should be expanded to include the other short stay car parks.
2. Agreement has already been given in principle to removing long stay parking on short stay car parks and we suggest that the opportunity is taken to rationalise the remaining tariffs uniformly, as three different charging regimes currently exist. One standard tariff across all similar car parks will reduce customer confusion.
3. We propose to
 - Retain a 1 hour rate on all short stay car parks
 - Apply the same rate for 1 hour as the Flat Iron – 0.60 p instead of 0.50p
 - Remove the two hour tariff
 - Apply the £1.00 for 3 hours on all short stay car parks
4. Using ticket sales figures from last year we assume that the number of 1 hour tickets will stay the same, and the number of two hour tickets purchased will migrate to the three hour band. Taking into account the change in income resulting from lowering the 3 hour tariff to £1.00 from £1.50, we estimate an increase in revenue of up to £38.6 per annum.

LONG STAY CAR PARKS

1. We propose to reduce the number of tariffs available on Long stay car parks to 2.
 - £1.00 for up to 3 hours and
 - £3.00 all day
2. We are aware that a number of customers are using the short stay car parks for all day parking by “meter feeding”, i.e. going back to their car every 3 hours and purchasing another £1.00 ticket, thus staying all day for £3.00. The new tariff reflects this and still remains competitive. If current levels are maintained then we estimate an increase in income of approx £24k per annum.

3. All these proposals depend on each other to achieve the estimated increases. We need to ensure turnover of spaces on the short stay car parks and ensure that those customers wishing to stay for longer than what has been agreed as the optimum shopping trip time of 3 hours, are directed to the long stay car parks.
4. A small number of customers may find it attractive to purchase a permit at the full price for designated short stay car parks. These customers include solicitors/court staff. We propose to introduce a limited number of permits for Portland Street, Farrington Street and West Street car parks at a cost of £720 per annum. This is revenue neutral as it reflects the loss of income from the spaces whilst the permit holder is occupying it. The number of permits would be restricted to the present level as determined from surveys, approximately 50 in total.