

Taunton Deane Borough Council

Full Council – 22 February 2018

Designation of Car Parks into Short and Long Stay and Pricing Strategy

This matter is the responsibility of Executive Councillor Roger Habgood

Report Author: Scott Weetch, Community and Client Services Manager

1 Executive Summary

- 1.1 To explain a proposal to change the designation of Taunton car parks from Shopper 1, Shopper 2 and Commuter to Short and Long Stay car parks. The intention is for this to bring greater clarity to the public. It is also necessary to revise the charging structure slightly as each of the current designations have a different charging point. The changes outlined are overall intended to be cost neutral.

2 Recommendations

- 2.1 Full Council is recommended to support the proposed change in designation from Shopper 1, Shopper 2 and commuter to the more readily understood Short and Long Stay, alongside changes to the charging regime to allow this to be carried out with a neutral effect on income.

3 Risk Assessment (if appropriate)

Risk Matrix

Description	Likelihood	Impact	Overall
The Council fails to recover sufficient income to make the project cost neutral	2	3	6

Risk Scoring Matrix

Likelihood	5	Almost Certain	Low (5)	Medium (10)	High (15)	Very High (20)	Very High (25)
	4	Likely	Low (4)	Medium (8)	Medium (12)	High (16)	Very High (20)
	3	Possible	Low (3)	Low (6)	Medium (9)	Medium (12)	High (15)
	2	Unlikely	Low (2)	Low (4)	Low (6)	Medium (8)	Medium (10)
	1	Rare	Low (1)	Low (2)	Low (3)	Low (4)	Low (5)
			1	2	3	4	5
			Negligible	Minor	Moderate	Major	Catastrophic
Impact							

Likelihood of risk occurring	Indicator	Description (chance of occurrence)
1. Very Unlikely	May occur in exceptional circumstances	< 10%
2. Slight	Is unlikely to, but could occur at some time	10 – 25%
3. Feasible	Fairly likely to occur at same time	25 – 50%
4. Likely	Likely to occur within the next 1-2 years, or occurs occasionally	50 – 75%
5. Very Likely	Regular occurrence (daily / weekly / monthly)	> 75%

4 Background and Full details of the Report

4.1 Car Park Designation

The Taunton Car Parking Strategy 2017 highlights the creation of dedicated short stay and long stay tariff car parks as desirable to ensure ‘that spaces are available and used for short stay visits and to give certainty to customers. In parallel a small number of car parks should be dedicated to long stay users.’

As part of the Pay On Foot (POF) and Variable Message Signing (VMS) project it is desirable to also simplify the designations of the car parks for the benefit of visitors to the town and achieve the maximum benefit of VMS.

Currently we use the designations of:-

- Shopper 1
- Shopper 2
- Commuter

These do not mean a great deal to the public and were we to continue with these on the VMS signs they wouldn't support customer choice in selecting the most appropriate car park for their needs.

The universal language of Short Stay and Long Stay is much more descriptive and better recognised.

It is therefore proposed that all car parks are re-designated with this language, including those not within the POF and VMS project. This would mean that signage in the VMS scheme and fixed finger post signs would be updated to reflect this.

The proposed designations are:-

Long stay

Canon Street
 High Street
 Orchard
 Belvedere Road
 Castle Street
 Wood Street
 Enfield
 Firepool
 Kilkenny
 Tangier
 Victoria Gate

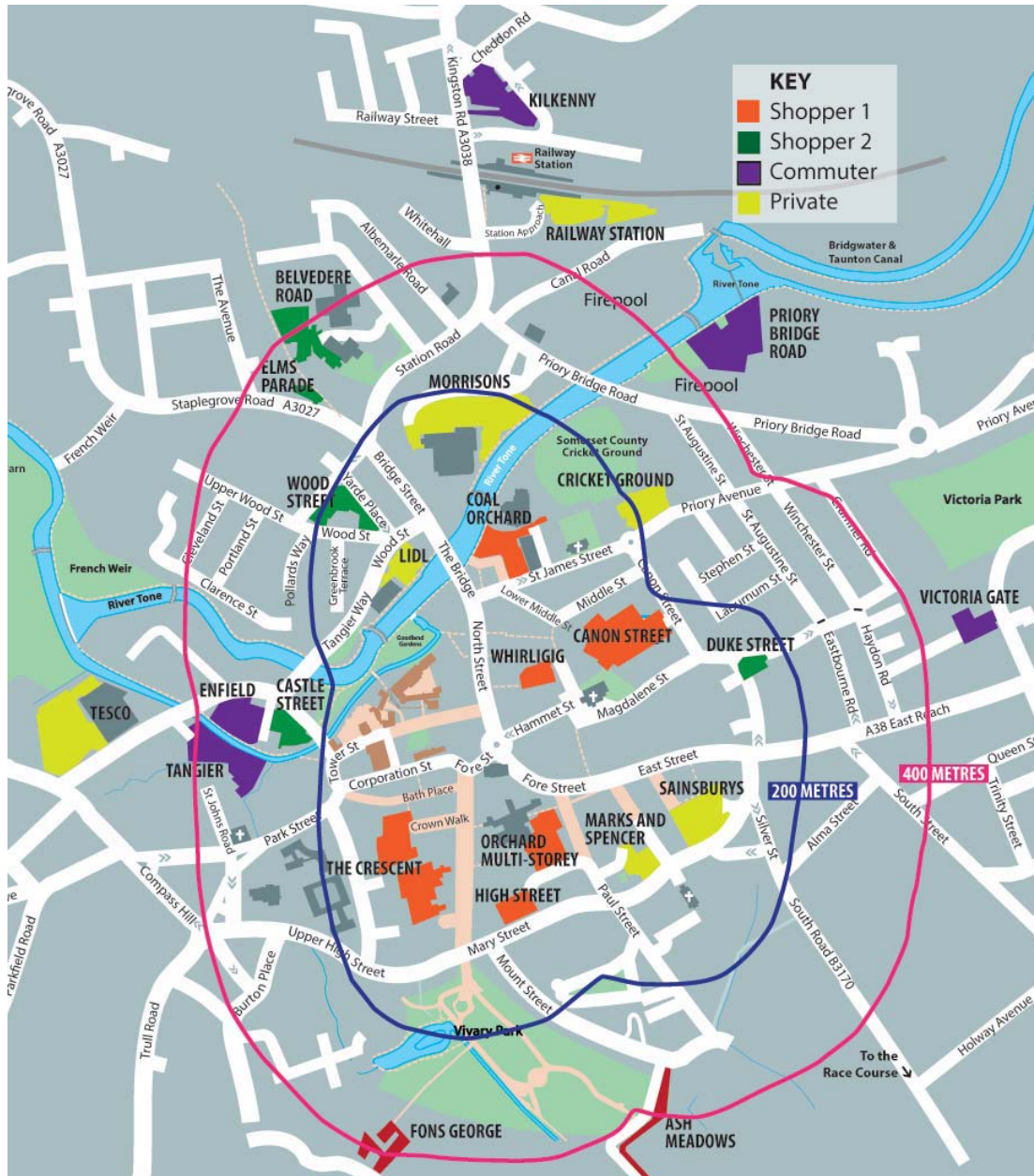
Short Stay

Coal Orchard*₁
 Crescent
 Ash meadows
 Duke Street*₁
 Elms Parade*₁
 Whirligig*₂
 Fons George

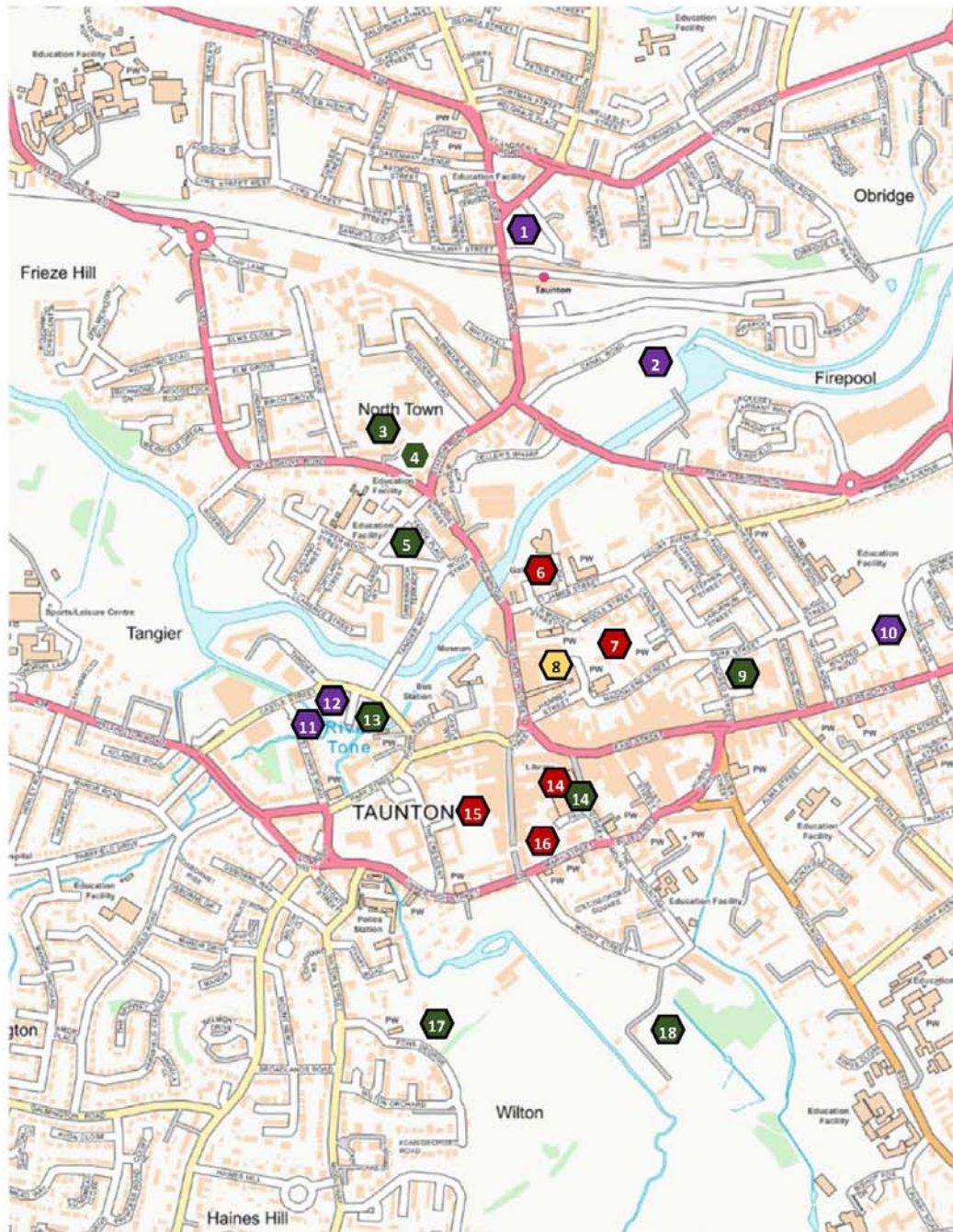
*₁ These car parks have previously not had a time restriction on the length of stay

*₂ This car park has a proposed stay change from 2 hours to a limit of 3 hours

Map of current car park locations and designations



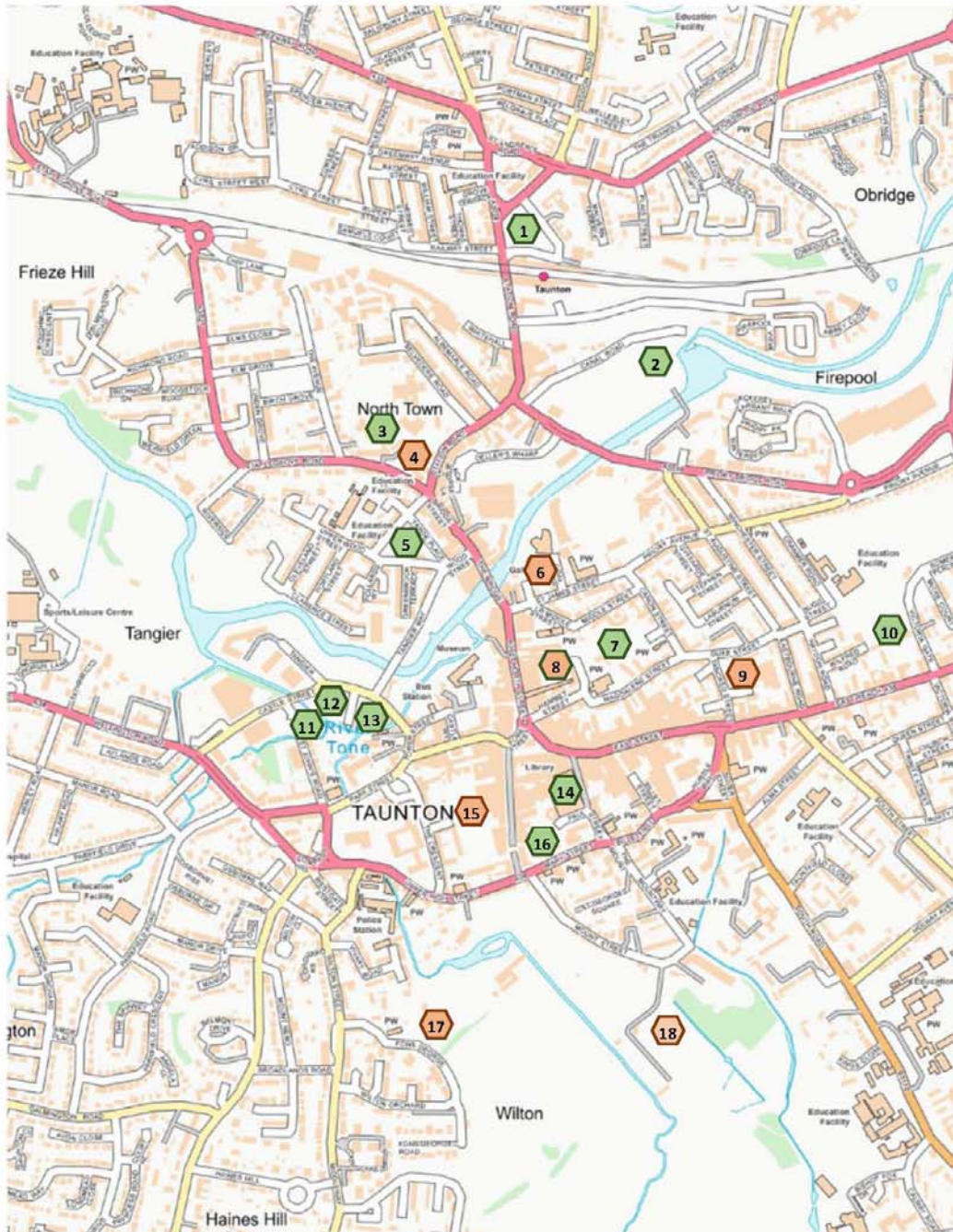
CURRENT DESIGNATION OF TAUNTON CAR PARKS



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SHOPPER 1	SHOPPER 2	COMMUTER
6 Coal Orchard	3 Belvedere Road	1 Kilkenny
7 Canon Street	4 Elms Parade	2 Firepool
14 Orchard Multi Storey (1-3a)	5 Wood Street	10 Victoria Gate
15 The Crescent	9 Duke Street	11 Tangier
16 High Street	13 Castle Street	12 Enfield
	14 Orchard Multi Storey (4-5a)	OTHER
	17 Fons George	8 Whirligig
	18 Ash Meadows	

PROPOSED DESIGNATION FOR TDBC LONG STAY AND SHORT STAY CAR PARKS WITHIN TAUNTON



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LONG STAY

- | | |
|------------------|-------------------------|
| 1 Kilkeny | 12 Enfield |
| 2 Firepool | 13 Castle Street |
| 3 Belvedere Road | 14 Orchard Multi Storey |
| 5 Wood Street | 16 High Street |
| 7 Canon Street | |
| 10 Victoria Gate | |
| 11 Tangier | |

SHORT STAY

- | |
|-----------------|
| 4 Elms Parade |
| 6 Coal Orchard |
| 8 Whirligig |
| 9 Duke Street |
| 15 The Crescent |
| 17 Fons George |
| 18 Ash Meadows |

Table of Current Parking Charges

TAUNTON DEANE BOROUGH COUNCIL

Parking Charges from 4 April 2016



The Deane House, Belvedere Road
Taunton, Somerset TA1 1HE
www.tauntondeane.gov.uk

Location Code	Tariff Charges								
	Up to 1hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	Up to 5hrs	Up to 6hrs	Up to 7hrs	Up to 10hrs	
SHOPPER 1									
Canon Street 2124	£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£9.60	
Coal Orchard 2126	£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£9.60	
High Street 2120	£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£9.60	
Orchard - Levels 1, 1A, 2, 2A, 3 & 3A 2128	£1.20	£2.40	£3.60	£4.80	£6.00	£7.20	£8.40	£9.60	
The Crescent (maximum stay 4hrs) 2122	£1.20	£2.40	£3.60	£4.80					
SHOPPER 2									
Ash Meadows (maximum stay 3hrs) 2144	£1.00	£2.00	£3.00						
Belvedere Road 2131	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
Castle Street 2125	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
Duke Street 2138	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
Elms Parade 2137	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
Fons George (maximum stay 6hrs) -	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00			
Orchard - Levels 4, 4A, 5 & 5A 2139	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
Wood Street 2135	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	£7.00	£8.00	
COMMUTER									
Enfield 2140	£1.00	£2.00	£3.00	£4.00	£4.50	£5.00	£5.50	£6.00	
Firepool 2145	£1.00	£2.00	£3.00	£4.00	£4.50	£5.00	£5.50	£6.00	
Kilkenny 2136	£1.00	£2.00	£3.00	£4.00	£4.50	£5.00	£5.50	£6.00	
Tangier 2133	£1.00	£2.00	£3.00	£4.00	£4.50	£5.00	£5.50	£6.00	
Victoria Gate 2134	£1.00	£2.00	£3.00	£4.00	£4.50	£5.00	£5.50	£6.00	
WELLINGTON									
Longforth Road 2143		£1.00	£1.50	£2.00				2.50	
North Street 2142		£1.00	£1.50	£2.00				2.50	
South Street 2141	£0.70	£1.00	£1.50	£2.00				2.50	
OTHER									
Whirligig (maximum stay 2hrs) 2123	£1.60	£3.00							
Tangier Coach Park								£6.00	

Blue Badge Holders - with the display of a valid disabled blue badge showing the time of arrival and appropriate payment made, an allowance of an additional 60 minutes time is granted free of charge

TAUNTON DEANE BOROUGH COUNCIL

Permit Charges from 4 April 2016

The Deane House, Belvedere Road
 Taunton, Somerset TA1 1HE
www.tauntondeane.gov.uk



Car Park	Shopper 1 £990.00 per six months	Shopper 2 £770.00 per six months	Commuter £660.00 per six months	Wellington £300.00 per six months
Ash Meadows	✓	✓		
Belvedere Road	✓	✓		
Canon Street	✓			
Castle Street	✓	✓		
Coal Orchard	✓			
Duke Street	✓	✓		
Elms Parade				
Enfield	✓	✓	✓	
Fons George				
High Street	✓			
Kilkenny	✓	✓	✓	
Orchard Levels 1, 1A, 2, 2A, 3 and 3A	✓			
Orchard Levels 4, 4A, 5 and 5A	✓	✓		
Tangier	✓	✓	✓	
The Crescent				
Victoria Gate	✓	✓	✓	
Whirligig Lane				
Wood Street	✓	✓		
Longforth Road				✓
North Street				✓
South Street				✓

Options for pricing structure

A number of pricing options have been explored. It became apparent that two principles should underpin the process. Firstly that the changes should aim to be neutral in terms of income to the Council and therefore overall costs to the motorist, even though the service to the public should be enhanced by VMS and POF. Secondly, that the public in Wellington should not have to bear any cost through their car parking charges for a project that only has benefits in Taunton. These options were nonetheless originally costed and explored before being rejected.

It is considered that these changes could support the POF project and business case, whilst providing the necessary mix of parking opportunities.

There is one car park that is considered as an exception to the above rules. Fons George serves Vivary Park and the golf course. There is good reason for not wanting this to become a Long Stay car park as it may become clogged up with people parking all day and prevent the necessary churn in spaces. Equally limiting the stay to 3 hours as a short stay car park would cause issues for the golf course and the leisure operator. It is therefore proposed that this is a short stay car park with relaxed limits to 6 hours in recognition of the area it serves. It is further proposed that the pricing structure is maintained at £1 per hour.

If this proposal is supported then the necessary changes would be applied at the point of POF systems going live.

To enable these changes, the Council will require a new Taunton Deane Borough Council (Off Street Parking Place Order) prior to implementation of POF to the seven selected car parks.

- Canon Street
- Castle Street
- Enfield
- High Street
- Orchard Multi Storey
- Tangier
- Wood Street

The proposed model is the best all round solution because the cost of parking all day will be reduced for those parking in the old designated Shopper 1 and Shopper 2 car parks. It will however be more expensive to park all day in the five currently designated 'commuter' car parks. This change would mean that Wellington is not subsidising changes that are beneficial to Taunton. The current prices for short stay car parks would remain the same. This will ensure that the majority that currently visit the town with an average stay of two hours are encouraged to maintain that relationship and therefore mean the least change.

Table of proposed Parking Charges:

TAUNTON DEANE BOROUGH COUNCIL

Proposed Parking Charges from start of Pay on Foot

Date tbc



The Deane House, Belvedere Road
Taunton, Somerset TA1 1HE
www.tauntondeane.gov.uk

LONG STAY	PnP Location Code	Tariff Charges							
		Up to 1hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	Up to 5hrs	Up to 6hrs	Up to 7hrs	Up to 10hrs
Belvedere Road	2131	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Canon Street*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Castle Street*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Enfield*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Firepool	2145	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
High Street*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Kilkenny	2136	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Orchard Multi Storey*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Tangier*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Victoria Gate	2134	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50
Wood Street*	N/A	£1.10	£2.20	£3.30	£4.40	£5.50	£6.60	£7.00	£7.50

* Car Park operating with entry/exit barriers

SHORT STAY	PnP Location Code	Tariff Charges							
		Up to 1hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	Up to 5hrs	Up to 6hrs	Up to 7hrs	Up to 10hrs
Ash Meadows	2144	£1.20	£2.40	£3.60	-	-	-	-	-
Coal Orchard	2126	£1.20	£2.40	£3.60	-	-	-	-	-
Duke Street	2138	£1.20	£2.40	£3.60	-	-	-	-	-
Elms Parade	2137	£1.20	£2.40	£3.60	-	-	-	-	-
Fons George	2146	£1.00	£2.00	£3.00	£4.00	£5.00	£6.00	-	-
The Crescent	2122	£1.20	£2.40	£3.60	-	-	-	-	-
Whirligig Lane	2123	£1.20	£2.40	£3.60	-	-	-	-	-

WELLINGTON	PnP Location Code	Tariff Charges							
		Up to 1hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	Up to 5hrs	Up to 6hrs	Up to 7hrs	Up to 10hrs
Longforth Road	2143		£1.00	£1.50	£2.00	-	-	-	2.50
North Street	2142		£1.00	£1.50	£2.00	-	-	-	2.50
South Street	2141	£0.70	£1.00	£1.50	£2.00	-	-	-	2.50

OTHER	PnP Location Code	Tariff Charges							
		Up to 1hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	Up to 5hrs	Up to 6hrs	Up to 7hrs	Up to 10hrs
Longforth Coach park	N/A	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tangier Coach park	N/A	-	-	-	-	-	-	-	£6.00

Blue Badge Holders - with the display of a valid disabled blue badge showing the time of arrival and appropriate payment made, an allowance of an additional 1 hour time is granted free of charge in all non-barrier car parks

5 Links to Corporate Aims / Priorities

- 5.1 Supports 'Our Place' – Key Issue - Make finding a car parking space in Taunton quicker and easier through the provision of electronic parking signs;

6 Finance / Resource Implications

- 6.1 The options set out in this report are intended to be cost neutral to the Council.

7 Legal Implications (if any)

- 7.1 The Traffic Regulation Order will need to be amended to implement these changes.

8 Environmental Impact Implications (if any)

- 8.1 The Parking Strategy sets out expectations in relation to reducing the impact of congestion and pollution. An action plan will need to be drawn up to achieve this. This will be done under separate cover.

9 Safeguarding and/or Community Safety Implications (if any)

- 9.1 There are no implications arising from this report.

10 Equality and Diversity Implications (if any)

- 10.1 The Car Parking Strategy and associated action plan outline the provision for particular users.
- 10.2 It should be noted that the 'free hour' currently offered may no longer be available in Pay on Foot car parks. This affects 39 of the 79 designated Blue Badge spaces available. 20 of these are in the Orchard Shopping Centre which also houses Shopmobility. The free hour is a concession that it will take some customers with mobility issues longer to carry out some routine tasks. Further work is required to understand the demand profile in this area alongside ability to pay. This will be carried out as part of consultation to be undertaken for the wider VMS/Pay on Foot project. There remain 40 dedicated spaces that are not affected by this change and many of these spaces are central. Anecdotal evidence suggests that Whirligig car park is important for this purpose.

11 Social Value Implications (if any)

- 11.1 The car parking strategy aims to identify measures to enhance safety and security and to enhance parking quality and customer experience.

12 Partnership Implications (if any)

12.1 The changes identified here will have implications for the contract with NSL relating to enforcement of off street car parking. However, there are unlikely to be significant changes as a result.

13 Health and Wellbeing Implications (if any)

13.1 None

14 Asset Management Implications (if any)

14.1 None

15 Consultation Implications (if any)

15.1 None

16 Recommendation(s)

16.1 Adoption of the terms short and long stay car parks.

16.2 Approval of pricing option described above, which is cost neutral and provides the best all round solution, affecting the least number of users.

Democratic Path:

- **Scrutiny – No** (delete as appropriate)
- **Cabinet/Executive – No** (delete as appropriate)
- **Full Council – Yes** (delete as appropriate)

Reporting Frequency : **Once only** **Ad-hoc** **Quarterly**

Twice-yearly **Annually**

List of Appendices (delete if not applicable)

Appendix A	
Appendix B	
Appendix C	

Contact Officers

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