

Table 1 : Financial Analysis of Parking Strategy Review Recommendations

APPENDIX 3

Ref	Recommendation	Detail	Revenue Impact (per annum) £	2020/21	2021/22	2022/23	2023/24	
1a	Re-balance parking supply in favour of Park & Ride by disposing of some city centre car parks	A total of 391 city centre spaces are identified in the Local plan for disposal : Rosemary Lane : 90 spaces (Possible summer 2020) Longport (Ivy Lane frontage) : 9 spaces (Possible summer 2020) Northgate : 57 spaces (Possible summer 2020 - separate decision reqd) Castle Row : 93 spaces (No planned date) St Radigunds (Duck Lane frontage) : 38 spaces (No planned date) Holmans Meadow (part) : 104 spaces (No planned date) The Local Plan also allows for expansion of the three existing Park and Ride sites to provide an additional 700 spaces (100 spaces already constructed at New Dover Road in 2015). If the redistribution of spaces occurs as currently identified it would increase the percentage of Park & Ride spaces as a proportion of the overall supply to 52% (currently 41%). This would put Canterbury in a similar position to Cambridge (52%), Winchester (55%), Bath (51%) and York (57%). Oxford has the highest proportion of Park & Ride spaces at 70% of the parking supply.	Rosemary Lane : (Assume 20% transfer to Park and Ride/public transport, sufficient space in Castle Street Multi-Storey for remainder) Longport : (Assume 20% transfer to Park and Ride/public transport, sufficient space in Holmans Meadow for remainder) Northgate : (Assume 20% transfer to St Radigunds Street car park, remainder to Park and Ride/public transport)	30,000	15,000	30,000	30,000	30,000
				14,000	7,000	14,000	14,000	14,000
				73,000	52,900	73,000	73,000	73,000
1b	Improve Park & Ride marketing	Appoint a marketing consultant to promote Park & Ride and create a new brand/image		30,000	30,000	0	0	0
1c	Introduce measures to boost Park & Ride	Offer 20% discount for regular Park and Ride users (business users/students etc)		17,000	17,000	17,000	17,000	17,000
1d	Closure of Beach Street car park, Herne Bay		Assume 50% transfer to Market Street	13,000	13,000	13,000	13,000	13,000
1e	Reduced capital borrowing costs from disposal of Northgate car park		(reduction in capital borrowing costs)	(44,000)	(44,000)	(44,000)	(44,000)	(44,000)
2	Consolidate parking supply by closing some small car parks	The following small business user car parks are allocated in the current Local plan for disposal (the business user spaces would be re-provided in Castle Street multi-storey car park and this would increase the proportion of Park & Ride spaces identified above) :- St Johns Lane : 19 spaces (No planned date) Hawks Lane : 38 spaces (No planned date)	(sufficient space in Castle Street Multi-Storey to re-provide these business user spaces at a slightly reduced permit price.	23,000			23,000	23,000
3	Improve the visitor welcome	Surfacing, landscaping, signage, fencing Phase 1 : Watling Street £106k, St Radigunds Street £130k, Market Street £105k, Middle Wall £25k, Keams Yard £50k, variable message signs £100k ANPR Whitefriars £40k Total capital cost £556k	(capital borrowing cost)	28,000	28,000	28,000	28,000	28,000
4	Change the minimum payment to the equivalent one hour tariff across the District	All car parks to be changed		(60,000)	(60,000)	(60,000)	(60,000)	(60,000)
5a	Introduce a low emission vehicle tariff	20% tariff discount for EV and plug-in hybrid vehicles at ANPR car parks	Estimated 2% LEV's by 2020	25,000	25,000	25,000	25,000	25,000
5b	Introduce a higher peak-hour tariff rate for Canterbury car parks	20% tariff premium for vehicles arriving between 7.30-9.00am for total length of stay in Canterbury ANPR car parks		(46,000)	(46,000)	(46,000)	(46,000)	(46,000)
6	Increase provision of EV charging points particularly at Park and Ride sites	3 P&R sites x4 per site, Holmans Meadow x 5, Neptune x 2, William Street x 4 Gorrell Tank x 4 Total capital cost £116k	(capital borrowing cost)	13,000	13,000	13,000	13,000	13,000
7a	Remove the free parking in Whitstable before 10.00am	This concession encourages driving in the peak period		(24,000)	(24,000)	(24,000)	(24,000)	(24,000)
7b	Remove the free parking in William St car park after 6pm	This was introduced as a trial and ANPR data shows no increase in usage after 6pm		(12,000)	(12,000)	(12,000)	(12,000)	(12,000)
7c	Introduce a seasonal tariff in Neptune car park	Increase the hourly rate tariff from £1.30* - £1.70 in the April-September period to reflect the increase in demand - this would be similar to the seasonal increase in Whitstable. *£1.30 is the proposed tariff in 20/21		(23,000)	(23,000)	(23,000)	(23,000)	(23,000)
7d	Introduce a flat rate overnight charge in car parks	Implement a £2.00 flat rate charge between 9.00pm-7.00am		(73,000)	(73,000)	(73,000)	(73,000)	(73,000)
9	Reduce the availability of parking permits and/or reduce the level of discount provided	Increase all business user permits by 10% in 20/21 and in 21/22 to encourage greater use of Park & Ride and thereafter by the cost of inflation. Increase the cost of Accommodation (Hotel/Guest House) Permits (no increase since 2013) :- Canterbury £6 to £8 (20/21), £10 (21/22), £12 (22/23), £12 (23/24) Whitstable £2 to £4 (20/21), £6 (21/22), £8 (22/23), £8 (23/24) Herne Bay £2 to £3 (20/21), £5 (21/22), £7 (22/23), £7 (23/24) Delete the 'Faith & Community' permit Increase all other permits by the cost of inflation per annum.		(70,000)	(35,000)	(70,000)	(70,000)	(70,000)
				(16,000)	(16,000)	(16,000)	(16,000)	(16,000)
				(1,800)	(1,800)	(1,800)	(1,800)	(1,800)
Overall Revenue Impact of Parking Strategy Review Recommendations				396,200	116,100	343,200	366,200	366,200