

Report of the Car Parking Working Group
Parking Review 2016

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Section 1 - Background

At the meeting of the Financial Policy Panel on 7 July 2015 a report which set out a work programme for preparing the Medium Term Financial Strategy (MTFS) was presented. One of the items included in the programme was a review of parking. **(Annexe 1)**

At the meeting of the Environment Committee on 27 October 2015 a Cross Party Car Parking Working Group was agreed with the following members:-

- Councillor John Beckett
- Councillor Neil Dallen
- Councillor Michael Arthur
- Councillor Jane Race
- Councillor Robert Geleit

The terms of reference were agreed with officers & members of the Cross Party Car Parking Working Group and were presented to and agreed by the meeting of Environment Committee on 21 January 2016. The terms of reference included the Working Party undertaking a review of parking. The precise scope of the review had already been agreed at the Financial Policy Panel meeting on 7 July 2015. The overall aim of the review was:-

- to ensure services provided are fit for purpose
- to meet the needs of local residents
- to be cost effective to provide
- to maximise income in car parks.

Review Methodology

On commencement of the review a programme of meetings and fact finding visits to a number of Epsom & Ewell Borough car parks took place with councillors and officers. The findings were written up and discussed at subsequent meetings.

The information gathering exercises included a review and gathering of all information currently held on parking, site visits, meetings and discussions with the Councils Borough Surveyor, Council's Chief Accountant and the Town Centres Manager. Two surveys were also undertaken, one to residents of Hudson House Car Park and a parking retailer consultation of all retailer outlets in central Epsom was also undertaken in the summer of 2016.

A table with all the dates of the information gathering exercises undertaken together with the dates of the Car Parking Working Group meetings and the consultation activity is set out below.

Working Party Group Activities	Date
Meeting – Chair, Vice Chair and terms of reference agreed for Car Parking Working Group, Fees & charges discussed	24 November 2015
Meeting – Fees & charges/ proposed consultations for Hudson House and Ashley Centre discussed	7 December 2015
Meeting – Asset Management Plan and updates discussed	13 January 2016
Members and officers car park visit and tour	30 January(Saturday) 2016
Hudson House consultation results/ update on car park tour and actions. Permit discussions including park and ride. Ashley Centre consultation/Advertising	24 February 2016
Members and officers second car park visit & tour / Hospital Park & Ride/ Permits/ Fees & charges change Ewell to be consistent across Ewell	6 April 2016
Update & actions on Car Park Tour/ Update on previous items/Breast Screening Request/ Hudson House final letter/ Retailer consultation Letter agreed/ Parking Review reminder	1 June 2016
Members third car park visit & tour Update & actions on car park tours agreed	29 June 2016
Retailer Consultation survey undertaken	August 2016
Retail Survey results presented. Fees and Charges 2017/18 discussed	14 September 2016
Town Centres Manager meeting with advertising company	6 October 2016
Environment Committee	25 October 2016
Head of Property visits car park sites	22 November 2016
Meeting – Fees and charges update, Parking Review update, High Street Ewell plans	30 November 2016

Section 2 - Overview of Car Parks and machines

Epsom & Ewell Borough Council have 24 car parks with over 2,700 parking spaces. The car parks offer a variety of options including pay and display, barrier controlled, permit only or free parking.

Below are three summary tables outlining car park location, number & type of spaces, pay machines used in the car parks and contracts currently in place for the machines.

Car Parks Location & Spaces

Car Park Location	Regular Spaces	Blue Badge Spaces	Parent & Child Spaces	Total Spaces
Adelphi Road (permit only)	19			19
Alexandra Rec.	21	3		24
Ashley Centre	622	38		660
<i>(Ashley Centre nested)</i>	137			137
Atkins (Sat only)	177			177
Auriol Park	26	1		27
Bourne Hall	96	5		101
Court Rec (Court Lane)	14	1		15
Court Rec (Pound Lane)	53	2		55
Depot Road	249	5		254
Dorset House	65	3		68
Ewell Court House (rear)	13	2		15
Ewell Court House (front)	25	1		26
Gibraltar Rec	28	0		28
High Street Ewell	42	2		44
Hook Road	521	4	5	530
Hope Lodge	65	3		68
Horton Country Park	n/a			n/a
Hudson House - permit only	48			48
Poole Road Rec	80	1		81
Richards Field	31			31
Kingston Road Parade	48	2		50
Town Hall (front)	6	2		8
Town Hall (rear)	70	9	6	85
Upper High Street	168	9		177
West Hill	10	2		12
Total				2740

Blue Badge study within car parks

There are no prescribed requirements as to the number of disabled parking bays we are required to provide in our car parks. However we are subject to the Equality Act 2010 and there is a government guidance leaflet 05/95 which sets out the following guidance:

	Up to 200 bays	Over 200 bays
Commercial premises – spaces for employees and visitors	1 bay per disabled employee plus 2 bays or 5% whichever is greater	6 bays plus 2%
Shopping, recreation and leisure	3 bays or 6% whichever is greater	4 bays plus 4%

Car Park	Spaces	Guidance	Actual number	Action
Ashley Centre	797	36	38	None at present
Bourne Hall	101	6	5	None at present
Depot Road/ Upper High Street	431	21	14	To be addressed in Capital Bid
Dorset House	68	4	3	None at present
High Street Ewell	44	3	2	Car park to be re-designed which will incorporate new bay
Town Hall & Hope Lodge	161	10	14	Officers to conduct a study of blue badge bay usage within the rear of Town Hall car park. Remove up to 3 bays depending on the result.

Hook Road has been discounted as the car park is not located close enough to retail outlets to be considered suitable for use. The 4 blue badge bays within the car park are almost always empty.

Actions:

1. **Additional blue badge bays to be considered in Depot Road car park as part of Capital works.**
2. **Additional blue badge bay to be created in High Street Ewell car park during forthcoming works.**
3. **Up to three blue badge bays to be removed from the rear of Town Hall car park subject to the results of study of usage.**

Summary of Pay Machines within Council Car Parks

Barriers

Car Park	Entry Barrier	Exit Barriers	Type	Installed	Replacement Required
Ashley Centre	2	2	Articulated	2011/12	2020-21
Hook Road	2	2	Articulated	2011/12	2020-21
Hope Lodge	1	1	Straight Arm	2015	2023-24
Hudson House	1		Roller Shutter	2014	
Town Hall (rear)	1	1	Straight Arm	2015	2023-24

Pay Machines

Car Park	Number of Pay Machines	Type	Provider	In Service	Replacement required
Ashley Centre	7	Pay on Foot	S&B	2011/12	2020-21
Hook Road	2	Pay on Foot	S&B	2011/12	2020-21
Hope Lodge	1	Pay on Foot	S&B	2015	2023-24
Town Hall (rear)	2	Pay on Foot	S&B	2015	2023-24
Town Hall (front)	1	Pay & Display	Metric	c.2006	2019-20
Depot Road	3	Pay & Display	Metric	c.2006	2017-18
Upper High Street	2	Pay & Display	Metric	c.2006	2017-18
Bourne Hall	2	Pay & Display	Metric	c.2006	2018-19
Dorset House	2	Pay & Display	Metric	c.2006	2018-19
Ewell High Street	2	Pay & Display	Metric	c.2006	2018-19
Atkins	2	Pay & Display	Metric	c.2006	2019-20
West Hill	1	Pay & Display	Metric	c.2006	2019-20

Maintenance Contracts for Machines

Description of Spend/Service	Name of Supplier/Provider	Length of Contract	Contract Expiry Date	Cost of last annual renewal	EEBC Contract Manager	Division
Car Parks - Pay on Foot Maintenance Ashley Centre	Scheidt & Bachmann	1 Year	31/03/2017	£22,060	Joy Stevens	Operations
Car Parks - Pay on Foot Maintenance Hook Road	Scheidt & Bachmann	1 Year	31/03/2017	£7,807	Joy Stevens	Operations
Car Parks - Pay on Foot Maintenance Town Hall / Hope Lodge	Scheidt & Bachmann	1 Year	30/11/2017	£22,396	Joy Stevens	Operations
Car Parks - Pay and Display Web Hosting and Maintenance	Metric	On-going	On-going	£8,563	Joy Stevens	Operations
Car Parks - Hook Road CCTV	Quadrant	1 Year	30/04/2017	£1,280	Joy Stevens	Operations
Car Parks - Ashley Centre CCTV	Quadrant	1 Year	31/07/2017	£2,023	Joy Stevens	Operations
Car Parks - Town Hall / Hope Lodge CCTV	Quadrant	12 month warranty	31/10/2017	£1,280	Joy Stevens	Operations
Hudson House roller shutter	WC Evans & Sons	Ongoing	Ongoing	£960	Tony Foxwell	Operations

*Please note prices are subject to annual increase from the providers

Section 3 Car Park Usage

The cross party Car Parking Working Group have identified a parking strategy to promote Hook Road as a long term stay car park, Upper High Street and Depot Road as long to medium term parking options, Ashley Centre as a medium to short term car park and Town Hall and Hope Lodge as short term stay car parks. Car park tariffs are set with the aim of promoting this strategy so that car parks are used for their designated purpose.

Included in the following tables are numbers of visitors to each of our pay to park car parks per calendar month for the last 3 financial years and where possible average durations of stay:

The Ashley Centre

Ashley Centre	2014/15	2015/16	2016/17
April	78,086	76,011	73,711
May	84,400	80,820	72,425
June	79,918	77,367	72,798
July	85,288	81,549	76,435
August	83,448	77,715	68,490
September	81,789	80,531	73,462
October	88,418	85,075	76,016
November	86,053	84,357	
December	92,529	89,090	
January	79,211	77,738	
February	72,139	70,226	
March	81,295	75,414	

Visitor numbers to the Ashley Centre car park have been in gradual decline over the last 3 years. This could be due to a number of factors such as the increase in car park charges or the changes in retail offering in the Ashley Centre. Seasonal fluctuations can be seen if, for example, Easter falls in April one year rather than March the previous year or if half term times differ slightly.

In 2016/17 the loss of a popular fast food outlet and the impact of Brexit have further affected the visitor numbers. It is also anticipated that the works required as part of Plan E may negatively impact visitors to the car park in the short term if the route to the Ashley Centre is congested.

The average duration of stay in 2016 for non-permit holders entering prior to 4pm can be seen in the table below:

Up to 1hour	29.3%
Up to 2 hours	44.0%
Up to 3 hours	17.7%
Up to 4 hours	5.1%
Up to 5 hours	1.8%
Up to 6 hours	0.6%
6 hours +	1.5%

The two hour visit is the most popular length of stay with 44% of car park users staying for between 1 and 2 hours. The second most popular length of stay is up to 1 hour, which is used by 29.3% of visitors to the Ashley Centre car park. The Car Parking Working Group debated the removal of the 1 hour stay in the Ashley Centre car park to encourage visitors to stay for longer. This question was also included in the recent Retailers Consultation survey. Although more than half of the retailers in total said they were in favour of removing the charge (60% n=51/85) on further analysis 56% (n=9/16) of the larger retailers (20 employees or more) were not in favour of removing the one hour charge. Of the retailers within the Ashley Centre 55% (n=11/20) were not in favour of removing the one hour charge.

The most common reason given for saying 'No' to removing the one hour minimum stay rate was that it would 'deter short-stay customers'. It is relevant to note that there has been a growth in recent years in "click & collect", where shoppers order online then come into shops to collect their goods.

Anecdotally, some retailers are concerned that the removal of the one hour charge may deter shoppers from collecting goods in Epsom, and this may have a knock-on effect on other retailers/sales.

Hook Road

Hook Road	2014/15	2015/16	2016/17
April	11,535	12,329	13,875
May	12,235	12,187	12,778
June	12,398	13,488	13,390
July	13,186	13,050	13,187
August	9,802	10,828	12,551
September	12,885	12,963	14,433
October	13,876	13,915	14,519
November	13,287	13,672	
December	13,212	13,259	
January	13,634	13,876	
February	12,659	13,627	
March	14,012	13,667	

In December 2015 the 5th floor of Hook Road car park was opened, creating an additional 103 spaces, and visitor numbers have increased since. In July 2016 officers negotiated a park and ride scheme with Epsom General Hospital and several other local businesses have purchased permits within the car park which is now operating at close to capacity despite the loss of 50 permits due to a major business moving out of Epsom.

The Retailer consultation has identified local retailers who may be interested in using the facility for staff parking. Officers are currently monitoring the car park usage to ensure maximum revenue is generated from permit sales but not overfilling the car park so that permit holders cannot access it because it is full. Permit revenue has increased in 2016/17 which has lessened the impact of the decrease in the Ashley Centre car park revenue target for the year.

The table also illustrates that as a long term commuter car park there is often a decline in the summer holiday season which is to be expected.

In 2016 Hook Road car park users can be separated in to the following groups by type of entry:

Type of Entry	
Chip coin/token	49.8%
Season Card	35.4%
Regular Parker Card	14.7%
Other	0.1%

The average duration of stay in 2016 can be seen in the table below for non-permit holders arriving prior to 4pm

Length of stay	
Up to 1 hour	14.8%
Up to 2 hours	37.7%
Up to 3 hours	18.3%
Up to 4 hours	6.1%
Up to 5 hours	3.2%
Up to 6 hours	2.3%
6 hours +	17.6%

Hope Lodge and Town Hall

Hope Lodge	2014/15	2015/16	2016/17	Town Hall	2014/15	2015/16	2016/17
April	5,321	4,497	7,641	April	13,446	15,132	16,762
May	5,828	5,462	7,704	May	14,661	15,620	17,210
June	6,791	5,421	7,531	June	11,562	15,414	16,684
July	5,785	5,383	8,635	July	15,457	16,329	17,999
August	5,539	5,433	8,223	August	14,893	15,952	16,986
September	5,550	5,773	8,473	Septembe	15,127	15,883	17,511

Hope Lodge	2014/15	2015/16	2016/17
October	5,935	6,248	9,038
November	5,993	6,128	
December	7,087	9,740	
January	6,049	7,410	
February	4,990	7,050	
March	5,657	7,226	

Town Hall	2014/15	2015/16	2016/17
October	15,395	15,930	17,168
November	13,899	15,466	
December	15,448	19,066	
January	14,790	15,556	
February	13,406	15,424	
March	14,956	16,809	

Visitor numbers to the Town Hall and Hope Lodge car parks have increased significantly since the introduction of barrier control in December 2015. The introduction of barrier control meant the removal of the maximum stay of 2 hours from the rear of Town Hall and Hope Lodge car parks.

Feedback from residents indicates that the barrier control option is popular with car park users as it allows them to pay for the time they have stayed in the car park, rather than the time they expect to stay. They can also park without fear of receiving a penalty charge notice for staying longer than the permitted time. One other advantage of the car parks in Town Hall and Hope Lodge is the opportunity to pay for parking using a credit or debit card or to receive change from cash payments.

The average duration of stay in 2016 (barrier controlled only) can be seen in the table below for visitors arriving prior to 4pm:

Length of stay	Hope Lodge	Town Hall
Up to 1 hour	47.3%	50.5%
Up to 2 hours	35.2%	34.0%
Up to 3 hours	11.9%	10.4%
Up to 4 hours	3.4%	2.8%
Up to 5 hours	1.1%	1.0%
Up to 6 hours	0.4%	0.4%
6 hours +	0.7%	0.9%

These figures support the Car Parking Working Group strategy to designate Hope Lodge and Town Hall as short term car parks.

Upper High Street / Depot Road

Upper High Street	2014/15	2015/16	2016/17
April	8,740	9,059	9,329
May	8,837	9,178	8,470
June	7,484	8,630	7,937
July	8,653	9,341	10,209
August	9,810	9,357	9,327
September	7,733	8,080	7,721

Depot Road	2014/15	2015/16	2016/17
April	17,520	17,839	17,889
May	17,950	18,198	16,858
June	16,158	17,923	16,098
July	17,161	18,419	19,393
August	19,284	17,790	16,478
Septemb	16,307	16,757	13,712

Upper High Street	2014/15	2015/16	2016/17
October	9,431	11,629	9,712
November	9,181	11,923	
December	11,662	12,907	
January	10,540	10,652	
February	10,046	9,650	
March	9,475	8,676	

Depot Road	2014/15	2015/16	2016/17
October	18,813	20,544	15,691
November	18,414	21,554	
December	20,332	21,534	
January	20,814	20,347	
February	18,600	17,752	
March	18,678	17,624	

In the pay and display car parks at Upper High Street and Depot Road visitor numbers can only be calculated based on tickets purchased i.e. permit users will not be included in these figures as they do not visit the pay machines. Permit numbers in Depot Road in particular have increased with Surrey County Council purchasing/leasing permits in the car park.

Over the last 3 years the number of car park users remains fairly consistent overall, fluctuations in visitor numbers can be seen due to outside influences such as the weather or by the popularity of the films being shown at the Upper High Street cinema complex.

A capital bid has been submitted to complete some resurfacing and relining works within the car park and to introduce new pay machines which will include the facility to pay by credit/debit card and allow the car park users to receive change from cash transactions.

Other Epsom car parks

West Hill	2014/15	2015/16	2016/17
April	1,156	1,190	1,233
May	1,114	1,189	1,158
June	1,227	1,269	1,268
July	1,308	1,329	1,312
August	1,201	1,144	1,180
September	1,279	1,154	1,277
October	1,253	1,239	1,228
November	1,102	1,190	
December	1,262	1,240	
January	1,095	1,095	
February	1,014	1,116	
March	1,203	1,136	

Atkins	2016/17
April	1,142
May	852
June	734
July	954
August	658
September	813
October	1,088
November	
December	
January	
February	
March	

Visitors to West Hill have remained consistent across the last 3 years. It has only been possible to gather accurate data on the Atkins car park since recycled machines from the Town Hall and Hope Lodge were installed in April 2016. As this

car park is open on Saturdays only the visitor numbers can be seen to fluctuate dependent on the number of Saturdays in the month.

Ewell Car Parks

Dorset House	2014/15	2015/16	2016/17
April	6,846	7,017	7,053
May	7,384	7,477	6,739
June	7,069	7,645	7,174
July	7,326	7,239	6,565
August	6,733	6,649	5,842
September	7,915	7,888	6,760
October	7,892	7,790	6,432
November	7,793	7,229	
December	7,507	6,959	
January	7,621	6,942	
February	7,293	6,926	
March	7,918	7,344	

Ewell High Street	2014/15	2015/16	2016/17
April	4,379	3,904	4,103
May	4,358	4,158	3,703
June	4,160	4,454	3,267
July	6,256	4,100	2,829
August	4,028	3,336	2,837
September	4,819	4,611	3,407
October	3,983	4,331	3,055
November	4,263	4,029	
December	4,317	3,803	
January	4,394	3,681	
February	3,913	2,998	
March	4,253	3,913	

Bourne Hall	2014/15	2015/16	2016/17
April	7,801	7,608	8,143
May	8,963	7,600	7,619
June	8,867	8,859	7,789
July	8,375	7,667	6,445
August	6,509	6,091	5,842
September	9,107	8,742	6,760
October	9,356	8,663	6,432
November	8,728	8,662	
December	7,091	7,031	
January	7,857	7,963	
February	7,549	7,782	
March	8,857	8,372	

Whilst the records show visitor numbers falling in Ewell, in reality this may not necessarily be the case. As the machines get older they fail more often and can be out of action for longer periods whilst parts are sourced for the older machines. This means that visitor numbers cannot be recorded. Bourne Hall in particular has been impacted in the summer months of 2016 by machine vandalism and breakdown which has had a large impact on paying visitor numbers.

Section 4 – Financial Overview

In the last 3 financial years the Council has reinvested an average of 65% of the total income back into our car parks through revenue and capital expenditure. This expenditure is crucial to continue running the overall car park service and undertaking essential repairs and remedial works.

Revenue and Capital Costs and Income	2013/14 £'000	2014/15 £'000	2015/16 £'000
Total Expenditure	1,973	1,904	1,989
Direct Car Park Income	(2,790)	(3,069)	(3,252)
Net income	(816)	(1,164)	(1,263)
<i>% income reinvested as expenditure</i>	70.73%	62.06%	61.17%

Total capital expenditure in this period has been spent as follows:

Asset Title	2013/14	2014/15	2015/16	Notes
Adelphi Road Car Park	-	-	-	
Ashley Centre Car Park - Build	£9,298	£76,365	-	Barriers/ Capping/ Waterproofing/LEDs
Bourne Hall Car Park	-	-	-	
Cheam Road Car Park (Grove Cottage)	-	-	-	
Chessington Road Car Park	-	-	-	
Depot Road Car Park	-	-	-	
Dorset House Car Park	-	-	-	
Epsom Surface car park pay machines	-	-	-	
Ewell Surface car park pay machines	-	-	-	
Hook Road MSCP, Epsom - Building	£15,140	£5,981	£83,657	LED lighting/ 5 th floor works
Hope Lodge Car Park	-	-	£1,601	signs
Kingston Road Car Park	-	-	-	
Town Hall Car Park	-	-	£147,043	Signs and barriers
Upper High St. Car Park	-	-	-	

Despite falling visitor numbers in the Ashley Centre additional revenue in car park fees has been collected in 2016/17 compared to the previous years. This is the same in all car parks with the exception of West Hill. The table shows comparative figures in car park ticket sales income from April to November of the last 3 financial years:

Car Park fees
(April – November)

	2014/15	2015/16	2016/17
Ashley Centre	-£1,064,477	-£1,081,868	-£1,169,631
Atkins	-£11,375	-£13,170	-£13,440
Bourne Hall	-£36,010	-£33,299	-£38,814
Depot Road	-£236,678	-£250,686	-£277,406
Dorset House	-£25,784	-£27,596	-£38,616
High Street Ewell	-£10,782	-£14,269	-£16,631
Hook Road	-£124,639	-£130,838	-£137,504
Hope Lodge	-£72,343	-£71,313	-£101,714
Town Hall	-£159,989	-£182,623	-£230,557
Upper High Street	-£113,228	-£129,567	-£140,487
West Hill	-£11,446	-£11,440	-£10,532
Total	-£1,866,751	-£1,946,669	-£2,175,332

Section 5 – Working Group Car Park visits

During 2016 a number of car parks were visited by the cross party Car Parking Working Group with the aim to review the current state of the car parks and to assess what potential for increased revenue generation could be found. A summary of the visits and discussions is outlined below:-

Adelphi Road

Adelphi road is an off-street car park located near the centre of Epsom which has historically been used as a permit only car park for Residents of Adelphi Road only. There are 52 properties in Adelphi Road and annual permits cost £110. The car park has 19 parking bays and when the car park was visited 15 permits had been issued for 2016.

It was also noted that Adelphi Road is included in a residential parking zone. The RPZ scheme has approximately 18-21 spaces available, depending on the size of vehicle, and currently 19 permits are in use.

The Car Parking Working Group felt that consideration should be given to increasing the cost of the off street parking permit and then offering space to surrounding properties if existing users decide they do not want to continue buying an annual permit due to the increase in cost.

Recommendation:

After permits have been renewed in April 2017 the remaining spaces are offered to local businesses at a rate in line with Hook Road car park.

Alexandra Park

Alexandra Park is located in College Ward. It has two small car parks which are free to use. The park has a recreation ground, a martial arts club and a bowling club in the grounds. It was also noted that some parents park and walk their children through the park to Wallace Fields Primary school.

The cross party Car Parking Working Group felt that the car park should remain free of charge for users of the park and its facilities.

Action:

None for Officers

Ashley Centre

The Ashley Centre is a multi-storey barrier controlled car park situated in the heart of Epsom. The barrier controlled system asks the user to take a chip coin on entry which is programmed to calculate the length of stay within the car park and charge the appropriate amount for payment prior to exiting the car park. The car park is used by well over 2,000 motorists each day. Its primary purpose is as a short to medium term car park for use by shoppers and visitors to central Epsom and the Epsom Playhouse. The Car Park has a height restriction of 1.93m (6'4).

A Shop mobility service is run from within the car park by Council officers giving disabled users the opportunity to hire a wheelchair or mobility scooter to assist them whilst they shop. The scheme currently has 86 paid up members with others using it on a visitor basis.

The Car park has security cameras providing live feeds to the Ashley Centre car park office and Town Hall of the entry and exit barriers, as well as the pay stations. The car park does not have recordable CCTV. A security guard is based in the car park office from 6pm to 11:30pm every day to assist with any difficulties faced by car park users during these hours. He is also responsible for the intercom service from Hook Road, Town Hall and Hope Lodge car parks during these times.

The cross party Car Parking Working Group felt that signage to the shops could be improved and that there was a lot of empty wall space which could potentially be used for advertising. Officers have also been asked to consider ways to re-introduce a pre-pay option for evening stays in Epsom, particularly beneficial to Epsom Playhouse users who may find large queues at the pay stations after a show.

Action:

- 1. Officers have considered the options for re-introducing a pre pay option at Ashley Centre car park and discussed this at Car Parking Working**

Group. The option is not viable currently but will be considered each year when fees and charges are set.

- 2. Officers to look at advertising in car parks (see separate report on advertising)**
- 3. Members noted that as part of the Star Chamber exercise officers are reviewing the Shopmobility service and are due to take a report to the Community & Wellbeing Committee in March 2017.**

Ashley Centre nested

On the fourth floor of the Ashley Centre car park is a private area, separated by barriers, for exclusive use of the Ashley Centre Management and tenants within Global House. On a Saturday and Sunday the barriers are lifted and the car park is available to shoppers. The nested area is accessed via the Ashley Centre car park with users carrying a parker card to enable them to gain access to and from the car park and private area.

Action:

None for officers

Atkins (Saturday only)

The Atkins car park is situated underground opposite the entrance to the Ashley Centre car park. During the week it is privately used but on a Saturday it is available as an additional pay and display car park facility. The car park barrier is locked on a Saturday evening by a member of the Car Parks team.

The Car Parking Working Group visited the car park and asked whether Sunday parking was a possibility. Although it is possible the occupancy figures of Ashley Centre use on a Sunday, in comparison to a Saturday, do not really make this a viable option.

Average Ashley Centre occupancy in 2016:

	Saturday	Sunday
9am - 10am	305	54
10am - 11am	484	213
11am - 12pm	567	444
12pm - 1pm	591	502
1pm - 2pm	588	509
2pm - 3pm	600	501
3pm - 4pm	591	433
4pm - 5pm	488	244

In 2016 an average of 250 cars visited Atkins Car Park on a Saturday.

The Group commented about a lack of signage to advertise the car park. Currently there is one sign in each direction on the Ashley Road to promote its use on a Saturday.

Action:

Officers to consider additional signage pointing towards the car park for Saturday parking

Auriol Park

Auriol Park is located in Auriol Ward. Its car park has 27 spaces, including one for blue badges, which are free to use.

Although not visited by the Cross Car Parking Working Group the general consensus was to let the recreation ground car parks remain free for users of the park.

Action:

None

Bourne Hall

Bourne Hall is the largest car park in Ewell with 101 dedicated parking bays. It is situated away from the shops so is more often used by visitors to the Centre, nearby health organisations or parking for schools. It is a pay and display car park which operates a one-way system through it from Spring Street. There is a maximum stay of 4 hours allowed in Bourne Hall during the chargeable hours of 9am – 6:30pm Monday to Friday and 9am – 5pm on a Saturday. The car park is free on Sundays and Bank Holidays.

Bourne Hall was recently re-lined and therefore the Car Parking Working Group felt it did not require any further work at this stage. The pay machines are getting ever older and will need replacing in the next few years.

Action:

To note that as part of the fees and charges for 2017/18 an evening rate has been proposed by the Cross Party Car Parking Working Group. This is due to be advertised in the week commencing 21st November 2016 with results to be fed back to Committee in January 2017.

Court Recreation Ground

Court Recreation Ground is situated in the Stamford Ward. It has two car parks, one accessible from Court Lane containing 15 spaces, the other from Pound Lane containing 55 spaces. Inside the Pound Lane entrance of the car park is a veterinary surgery which has a few private spaces of its own.

The car park is free to use but has a restriction in place meaning that all vehicles arriving before 10am Monday to Friday need to have left the car park by 12 noon.

The purpose of this is to prevent the car park being fully occupied by commuters using the nearby station.

Although the Cross Party Car Parking Working Group felt that it would be best to leave this as a free car park, they have agreed to consider a permit scheme for a limited number of spaces from a nearby organisation. A count of vehicles using the car park was performed over a period of a few weeks to ensure that the necessary number of spaces were available.

Action:

Officers to consider the cost of introducing a permit parking option in the Pound Lane end of the car park (see review of permits documentation).

Depot Road

The car park at Depot Road is a pay and display car park used by over 500 paying customers a day. It is also used by permit holders for some local organisations. Depot Road is a popular car park which provides all day parking for commuters as well as the cheapest hourly rate in Epsom for short term visits to the High Street and Upper High Street. Situated behind a cinema it is also very popular during the school holidays and in the evenings with cinema goers. The car park has removable height barriers at 6"7. These restrictions are only put in place on request.

Depot Road offers pay and display customers the opportunity to purchase a weekly ticket at the pay machine which is popular with commuters or workers within Epsom at a cost of £25. However due to the age of the machines they are experiencing more breakdowns, particularly with the larger payments, which can lead to these same weekly visitors being affected more often.

The pay machines do not give change, as standard with pay and display, and if the customer requests that a note is returned a refund ticket is provided to them rather than returning the note.

Action:

It was noted that a Capital bid would be submitted to seek to improve and update the pay machines in Depot Road, which would form part of the capital bid process for 2017/18. A further bid for works within the Car Park has also been submitted.

Dorset House

Dorset House car park is a popular car park situated in close proximity to Ewell High Street. It is a pay and display car park, chargeable from 7am to 6:30pm Monday to Saturday. It is free on Sundays and Bank Holidays. The Car Parking Working Group have visited the car park and would like to see some improved signage. Since the visit one signpost in a key location has been erected by Surrey County Council. There are some minor adjustments within the car park which could also be made to increase the capacity by one or two spaces if needs be.

Another topic discussed was the possibility of amending the charging hours to match those at Bourne Hall. Parents taking their children to local schools and using the car parks are currently having to pay in the morning and the afternoon and this was seen as a compromise solution and a consistent approach.

Action:

- 1. Officers to consider a new sign within the car park welcoming visitors to the car park.**
- 2. Officers to consider the impact of removing a daily charge before 9am**
- 3. As part of the fees and charges for 2017/18 the introduction of an up to 30 minutes charge and an evening rate have been proposed by the Cross Party Working Group. This was advertised in the week commencing 21st November 2016 with results to be fed back to Committee in January 2017.**

Ewell Court House

Ewell Court House has two small car parks situated either side of the venue which incorporates amongst other things a library and a nursery. It is also used for a venue for functions, group meetings and weddings. During the hours of 9am to 6pm on a Monday to Friday the car park has a 3 hour maximum stay restriction in force. The car parks have a total of 41 spaces including 3 for use by blue badge holders.

The Car Parking Working Group felt that the car park is used primarily for the purposes of the venue and therefore should not be chargeable. As there is a little restriction on the nearby streets of Ewell Court House it was felt that introducing a charge would most likely drive visitors to use the nearby streets for free causing a problem for local residents and road users.

The Head of Venues is currently reviewing use of the car park and the possibility of requesting permits for tenants of the offices situated at Ewell Court House. Currently only a couple of permits are used in Ewell Court House as part of a historical agreement. Early discussions have concluded that permits should only be considered for users of Ewell Court House and not issued to organisations based nearby.

Action:

- 1. Officers to review the permits offered within the car parks (see review of permits documentation).**
- 2. Additional tariff board to be added in the front car park.**

Gibraltar Recreation Ground

Gibraltar Recreation Ground car park is situated within a park in the Ewell Ward. It has 28 marked parking bays, 13 of which were added in September 2016.

Consideration was given by the Car Parking Working Group of offering a commuter permit in the car park however during the week when monitored the car park was largely empty making this option invalid. One issue encountered would also have been with rangers locking the car park at dusk before commuters had returned. The view of the group was therefore to let the recreation ground car park remain free for use.

Action:

None

High Street Ewell

The High Street Car Park in Ewell is a pay and display car park. It has busy periods but is used less frequently than Dorset House which is situated opposite. As with Dorset House, the Car Parking Working Group felt that signage in the area could have been improved. Surrey County Council have recently had a sign installed at the road side alerting visitors to the car park which is otherwise tucked away from view. As with Dorset House the charging hours are 7am to 6:30pm Monday to Saturday but discussions have been held in view of changing these to begin at 9am. The car park is free on a Sunday and Bank Holiday.

The projects team are currently working on plans to change the layout of the car park and potentially increase the number of spaces available by freeing up some of the disused land at the top end of the access road. Costs and a proposed layout will be submitted for review by the Working Group.

Action:

- 1. Officers to plan new car park layout**
- 2. New signage to be added once works completed**
- 3. As part of the fees and charges for 2017/18 the introduction of an up to 30 minutes charge and an evening rate have been proposed by the Cross Party Car Parking Working Group. This was advertised in the week commencing 21st November 2016 with results to be fed back to Committee in January 2017.**

Hook Road

Hook Road is a multi-storey barrier controlled car park situated on the outskirts of Central Epsom. Its designated purpose is for long stay or commuter parking. It also provides overflow parking for users of the nearby Rainbow Centre, where a discount is applied.

Hook Road car park has 530 spaces, including 4 for the use by blue badge holders and 5 designated parent and child bays. As well as the chip coin pay as you park option Hook Road is used by over 300 people as part of a permit scheme. A further 285 car park users use a regular parker card for a discounted pay as you go basis for staying over 5 hours. Annual resident permits are also available for those who live within a 300metre radius of the car park.

Hook Road car park is the only 'pay as you park' car park with set opening hours. Monday to Friday it is opened at 6am by Operational Services and locked at 11pm by the Ashley Centre security guard. On a Saturday the car park is opened at 7am by Operational Services and locked at 8pm by the security guard. The car park remains closed on a Sunday and Bank Holidays.

In December 2015 the 5th floor of Hook Road was re-opened to allow an additional 103 spaces for parking. It currently holds the Park Mark Award for safety in view of its recently introduced wider bays, security fencing, public walkways and CCTV coverage.

The Car Parking Working Group suggested that additional signage be introduced to promote Hook Road car park. The Working Group commented on the difficulty in leaving Hook Road car park at peak times due to congestion on Hook Road and also the need to maintain vegetation near the car parks entrance.

Action

Officers to consider signage to promote the car park.

Hope Lodge

In December 2015 Hope Lodge became a barrier controlled car park. It is located centrally to Epsom and provides an alternative to parking in the Town Hall Car Park. It has 68 spaces including 3 designated for use with a blue badge.

With barrier control the car park now offers the ability to pay for the length of stay rather than the estimated length of stay and also the ability to pay by debit or credit card is becoming increasingly popular. It often reaches capacity mid-morning during the week and regularly on a Saturday. Due to its increasing popularity a capital bid is being submitted to increase the number of available spaces in the car park to 86.

In the past the car park has housed a breast screening unit. An approach was made by Virgin Healthcare regarding housing it again from August 2016 until September 2017. A licence fee was calculated based on the projected loss of income but this offer was not accepted.

As part of the review of this car park it was assessed that difficulty can arise if the sole pay station is out of service. For this reason tokens from Hope Lodge car park have been adapted so that they can be used within the Town Hall pay machines. An extended grace period after payment was also applied.

Action:

To be noted that officers submitted a Capital Bid with a view to increasing the size of spaces and the number of spaces available within the Car park. The bid was rejected in 2016.

Horton Country Park

Car parking space is available at Horton Country Park in the Stamford Ward. The car park is dirt based and there are no clearly designated parking spaces. To implement any sort of pay for parking scheme would incorporate a large amount of work which the Car Parking Working Group felt would not be worthwhile. The Park is commonly used by dog walkers and users of the Council's barbecue booking scheme. As such it was recommended by the group that the barbecues should be the source of income here rather than the car park.

Action:

None

Hudson House

Hudson House is a permit only car park situated underneath the flats of Hudson House in Central Epsom. A fob is used to enter or exit the car park via an electronic shutter to Station Approach. The 48 bays are fully occupied with a waiting list in place. The Council offers an annual permit rate for car park users, with a reduced rate for Hudson House residents.

In December 2015 the Car Parking Working Group approved a survey which was sent to all users of Hudson House car park. The primary purpose of the survey was to see if residents would be willing to fund improvements needed in the car park by approving a larger increase in their permit cost. The survey did highlight that improved lighting, cctv and a reduction in anti-social behaviour were all required however this proposal was rejected by the majority of residents.

Action:

Permit prices to be considered again in the future in light of additional works required.

Poole Road Recreation Ground

The car park is situated within the King George V recreation ground and adjacent to the Council managed Harrier Centre within the West Ewell Ward. It has 81 free to use spaces most commonly used by recreation ground visitors and walkers. The Car Parking Working Group felt that as this was the primary purpose of the car park that it should remain non-chargeable.

Action:

None

Richards Field

The car park at Richards Field is free to use but has been the subject of some complaints over its use by commuters rather than local residents who wish to visit the nearby shops/restaurants. There is also an access road, owned by EEBC, which runs alongside the car park and often has vehicles parking along it.

A Ward Councillor has conducted observations of the vehicles using the car park at various times of day to identify whether they appear to be local residents, shop owners or commuters.

The car park was visited by the Car Parking Working Group who felt that this car park could be utilised both for permit parking for residents of Chessington Road, Oakdale Road or other surrounding roads or with commuter parking as a possible option. Residents of 113-169 Chessington Road (odds), 184-220 Chessington Road (evens) and 1-23 Oakdale Road would be consulted initially.

Of the 31 existing bays it was suggested that the permit option be offered in 20 bays, plus one new bay to be created, with the other 11 to become limited waiting bays or 2 hours, no return within one hour up to an agreed time of day. Discussions were held regarding the footway and whether this could be removed to add additional bays. The cost of this is not likely to bring in the necessary revenue immediately so a double yellow line may be painted here to prevent vehicles parking on the kerb and blocking access for users with pushchairs or wheelchairs.

The primary works involved would be replacing the lights with new LED lights, creating one additional space, re-lining the car park including double yellow lines on the access road and installing the necessary signage.

The cost for this work is estimated to be in the region of £9-10k. Payback could be achieved in less than two years if permits sold for £605, in line with Hook Road charges, (20x605=£12,100) or closer to three if residential permits were charged at £325 (in line with Hook Road residential permits).

Additional works suggested included the removal of part of the hedge and the removal of the path and kerb. This additional work would remove a pedestrian access point to the houses situated behind the car park and is therefore not recommended.

Action:

Environment Committee instruct officers to attend Strategy and Resources Committee to request that the Richards Field scheme, as outlined above, be considered as part of the budget requirement for 2017/18.

Kingston Road Parade

The car park at the Parade of shops adjacent to Stoneleigh Park Road is accessed from Kingston Road via a passage under a retail premises. It is currently free to use and is relatively well occupied on a daily basis. The car park has 50 spaces.

The Car Parking Working Group visited the car park and believed that a permit only parking scheme could be introduced. It was felt that there is plenty of free limited waiting parking on street so it would not affect shop visitors. The most likely users are shop owners, local residents or commuters.

There are currently legal implications around the car park, garages and access arrangements which are being investigated by the Head of Property and the Head of Legal.

Works proposed would include a crash barrier along the Northern wall of the car park, removing a downed brick wall and erecting a fence along this section, the installation of CCTV cameras and new steel lamp columns and necessary signage.

Additional works could include the demolition of Council owned garages within the car park, the removal of the central island and resurfacing and relining of these areas. Costs are estimated to be in the region of £60k.

It is more difficult to assess the take up of permits in this car park however if 40 were sold at £605 it would bring in £24,200 per year.

Action:

Members to authorise the Head of Property and the Head of Legal to review the existing arrangements within Kingston Road car park in Stoneleigh for officers to present a proposed solution during 2017-18.

Town Hall (front)

The front of the Town Hall car park is pay and display and has been since December 2014. When visited by the Cross Party Car Parking Working Group discussions were held as to whether the car park could be used by either the Premier Inn, currently undergoing development, or Clocktower cars. Additional signage has been added within the car park as the two tariff boards are situated behind the vehicles.

To the side of the Town Hall are 5 bays which can be used by Councillors displaying their permit or contractors who will collect a permit from reception. A Loading Bay is also situated to the side of the Town Hall to service the shops and restaurants on the High Street.

The Epsom General Hospital park and ride service now runs a shuttle bus from the front of the Town Hall car park to the hospital at designated times in the morning and late afternoon.

Action:

None for officers

Town Hall (rear)

The rear Town Hall car park has been barrier controlled since December 2015. It is primarily designated as a short stay car park and is very popular with shoppers popping in to Epsom High Street. Disabled parker card holders can use the car park at a discounted rate, by using their card they will receive their last hour of parking free, subject to payment of the minimum charge.

Some of the lines were improved in the car park in 2014 and the bays widened which has proved popular with car park users. The Working Group commented that some of the black paint used to cover old lines has faded and needs to be re-applied.

The car park has a manual car wash service team within it who pay an annual lease charge.

Action:

- 1. Review Leasing arrangements of car washers**
- 2. Correct the lines in the car park and the approach road which were previously painted over.**

Upper High Street

The Upper High Street is a large pay and display car park. Its primary use is for medium to long stay although it is also commonly used for short stay visits to the Upper High Street end of Epsom. It has an adjoining service road to Depot Road car park and as such is often used as an overflow car park for Upper High Street. The car park has removable height barriers at 6"7. These restrictions are only put in place on request.

Upper High Street offers pay and display customers the opportunity to purchase a weekly ticket at the pay machine. This is a beneficial option, particularly for commuters or workers within Epsom, however suffers due to the age of the pay machines. At a cost of £25 if there are any problems with payment it can cause disruption to the customer who may not have additional coinage to hand. As such it is often the same users who can experience machine failures heightening the frustration felt. The opportunity to purchase a weekly (or monthly) permit online is being investigated as a way forward.

The pay machines do not give change, as standard with pay and display, and if the customer requests that a note is returned a refund ticket is provided to them rather than returning the note.

When visited by the Car Parking Working Group one of the most noticeable problems currently was foliage overhanging the spaces at the rear of the car park and vegetation within the car park.

Upper High Street car park has a manual car wash service which leases 6 bays on the far side of the car park for the car wash team. It has recently been visited with

the interim Estates Surveyor as the car wash service has been seen to encroach in to other bays.

Action:

- 1. It was noted that a Capital bid would be submitted to seek to improve and update the pay machines in Upper High Street. This will introduce the facility of pay by card.**
- 2. Review Leasing arrangements of car washers**

West Hill

West Hill is a small pay and display car park in the Stamford Ward. It has a maximum stay of 3 hours during chargeable hours which are Monday to Saturday 8am to 6:30pm. The car park is free on Sundays and Bank Holidays and free at all times to Blue Badge holders.

The Car Parking Working Group visited the car park and enquired about the potential of expanding the car park on the surrounding grasslands. On checking with the property department the grassland is part of Epsom Common and would therefore require permission from the Secretary of State. It was felt unlikely that this option would be considered viable for additional parking.

Action:

None for officers

Section 6 - Fees and Charges

Fees and Charges for 2017/18 have been discussed at the Car Parking Working Group and approved by Environment Committee in October 2016. In this section four more general areas for consideration have been reviewed. These are:

- 1) The removal of the maximum charge system currently in place in favour of returning to a flat rate fee
- 2) The introduction of a Sunday flat rate fee
- 3) The re-introduction of the pre-payment facility in the Ashley Centre
- 4) A review of discounted parking offered in Epsom & Ewell Borough Council Car Parks

Item 1 Maximum Charges

Background

In 2013 a series of maximum tariff charges were introduced across the borough. This was agreed by Environment Committee. These were introduced to simplify the interaction of day and night charges, rather than request a customer pay a day rate and an additional evening rate.

However, since the tariff structure has been introduced some issues have been identified:

1. The tariff boards are confusing. Both the car park users and the systems have to calculate a fee based on differing factors. However the maximum charge fee may benefit some car park users.
2. The cost of changing the maximum fee structure in the pay machine is more costly.

Attached below is a copy of one of the tariff boards within the Town Hall.

Monday to Saturday (including Bank Holidays)		Sundays	
Up to 30 mins	£1.00	Up to 2 hours	£1.50
Up to 1 hour	£1.80	Over 2 hours	£2.50
Up to 2 hours	£2.50		
Up to 3 hours	£4.00		
Up to 5 hours	£6.00		
Up to 6 hours	£12.00		
Over 6 hours	£20.00		

Maximum charge: Customers will be charged either the hourly rate above or the maximum charge below, whichever is the lowest.

Entry after time shown (and before 05:00 the following day)	Monday to Friday	Saturday
After 13:00	£10.00	£10.00
After 15:00	£5.00	£5.00
After 16:00	£2.50	£5.00
After 18:00	£2.50	£2.50

Vehicles entering during these times will be permitted to stay to 09:00 without incurring additional charges; however the appropriate hourly rate will be added to the maximum charge if the vehicle remains after 09:00

BLUE BADGE CHARGING APPLIES AT ALL TIMES
Concessionary rates available, details on website www.epsom-ewell.gov.uk

PARK ONLY IN MARKED BAYS * LOST TOKEN CHARGE £23

VEHICLES ARE PARKED ENTIRELY AT OWNERS RISK. THE COUNCIL DOES NOT ACCEPT LIABILITY FOR DAMAGE TO VEHICLES OR THEIR CONTENTS HOWEVER CAUSED

No money is kept in pay machines overnight

Review of current pricing structure at time bands

As part of the review the impact of removing the maximum charge price was assessed. The calculations for a 12 month period were based on actual current usage of the car parks from January 2016 to July 2016. These calculations are outlined below:-

a) Removing the 1pm and 3pm Maximum Charge

The first consideration was the impact of removing the maximum charge after 1pm and 3pm on current car park users.

Ashley Centre Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Max. Charge after 1pm 6hrs+	£10	£20	£10	166	-£1,660
Max. Charge after 1pm 5-6hrs	£10	£12	£2	166	£332
Max. Charge after 3pm 3-5hrs	£5	£5.50	50p	801	£400.50
Max. Charge after 3pm 5-6hrs	£5	£12	£7	67	-£335
Max. Charge after 3pm 6hrs+	£5	£20	£15	262	-£1,310

Ashley Centre Saturday	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Max. Charge after 1pm 6hrs+	£10	£20	£10	123	-£1,230
Max. Charge after 1pm 5-6hrs	£10	£12	£2	91	£182
Max. Charge after 3pm 3-5hrs	£5	£5.50	50p	518	£259
Max. Charge after 3pm 5-6hrs	£5	£12	£7	161	-£805
Max. Charge after 3pm 6hrs+	£5	£20	£15	214	-£1,070

In the Ashley Centre over the course of a year approximately 2,500 users would be affected by the removal of the charge. Approximately 1,000 of these users would be significantly impacted which may cause them to go elsewhere rather than pay the full rate. As a worst case scenario these are showing as having a negative revenue impact on the tables above. The highest numbers of users affected are those staying for between 3 and 5 hours after 3pm. These would be required to pay an additional 50p for their stay.

Town Hall / Hope Lodge Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Max. Charge after 1pm 6hrs+	£10	£20	£10	34	-£340
Max. Charge after 1pm 5-6hrs	£10	£12	£2	43	£86
Max. Charge after 3pm 3-5hrs	£5	£6	£1	158	£158
Max. Charge after 3pm 5-6hrs	£5	£12	£7	7	-£35
Max. Charge after 3pm 6hrs+	£5	£20	£15	65	-£325

Town Hall / Hope Lodge Saturday	Old Charge	New Charge	Impact on user	Number of users impacted	Revenue impact
Max. Charge after 1pm 6hrs+	£10	£20	£10	26	-£260
Max. Charge after 1pm 5-6hrs	£10	£12	£2	21	£42
Max. Charge after 3pm 3-5hrs	£5	£6	£1	219	£219
Max. Charge after 3pm 5-6hrs	£5	£12	£7	10	-£50
Max. Charge after 3pm 6hrs+	£5	£20	£15	55	-£275

In the Town Hall and Hope Lodge the total number of users impacted is 638. The revenue impact is once again shown as a minus if in the worst case scenario all of these users did not park.

Depot Road/ Upper High Street	Old Charge	New Charge	Impact on user	Number of users impacted	Revenue impact
Max. Charge after 3pm 5hrs+	£4.00	£6	£2	660	£1,320

In Depot Road and Upper High Street the maximum charge option is only available after 3pm. Removing this would impact a similar number of users to the Town Hall and Hope Lodge, approximately 660, who would be required to pay an extra £2 if they did wish to stay for over 5 hours after 3pm.

The removal of the 1pm and 3pm maximum charge in our Epsom car parks would simplify the tariff board for car park users. However there would be an impact on revenue if the affected users no longer used the car park so this is not recommended.

b) Replacing the 4pm (Mon – Fri) and 6pm (Sat) Maximum charge with a flat rate fee

In the Ashley Centre the maximum fee due for vehicles entering after 4pm is £2. However, car park users visiting the car park for less than 1 hour are currently able to pay £1.80.

Introducing a flat rate of £2 after 4pm would impact these users in that they would be required to pay the additional 20p. However the flat rate fee would enable visitors to the Playhouse to pre-pay for an evening stay.

If a flat rate of £2 was introduced in the Ashley Centre at 4pm Mon-Fri and 6pm Saturday the impact would be as follows:

Ashley Centre Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 1 hour after 4pm	£1.80	£2	20p	21,314	£4,262.80

Ashley Centre Saturday	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 1 hour after 6pm	£1.80	£2	20p	468	£93.60

If this option was introduced it would affect over 21,000 people who are visiting for less than an hour after 4pm during the week. These car park users would be asked to pay an additional 20p per visit. Due to the numbers impacted this is not recommended.

Other options were considered:-

A 5pm flat rate of £2 would impact as follows:

Ashley Centre Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 1 hour after 5pm	£1.80	£2.00	20p	9,859	£1,971.80
Stay of up to 2 hours entering between 4pm and 5pm	£2.00	£2.50	50p	9,989	£4,994.50
Stay of up to 3 hours entering between 4pm and 5pm	£2.00	£3.00	£1.00	2,007	£2,007
Stay of up to 5 hours entering between 4pm and 5pm	£2.00	£5.50	£3.50	715	-£1,430
Stay of up to 6 hours entering between 4pm and 5pm	£2.00	£12.00	£10.00	288	-£576
Stay of over 6 hours entering between 4pm and 5pm	£2.00	£20.00	£18.00	317	-£634

This change would impact 23,000 car park users all being required to pay an additional amount as per the impact on user column above. Some may remain in the car park to pay the additional amount whereas others who used to pop in 'after school' may choose to go elsewhere. A 6pm flat rate throughout the week was considered but the impacted number of car park visitors would be higher.

Finally the Car Parking Working Group reviewed introducing the maximum charge after 3pm rather than 4pm. The results would be that close to 34,000 people would now be impacted by the additional 20p required, but also that revenue would take a hit from those staying longer than the hour.

Ashley Centre Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 1 hour after 3pm	£1.80	£2	20p	33,939	£6,787.89
Stay of up to 2 hours after 3pm	£2.50	£2	-50p	13,809	-£6,904.29
Stay of up to 3 hours after 3pm	£3.00	£2	-£1.00	3,593	-£3,593
Stay of over 3 hours after 3pm	£5.00	£2	-£3.00	1,130	-£3,390

Considering a £2.50 charge was looked at to counter the revenue loss but the impact would be as follows:

Ashley Centre Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 1 hour after 3pm	£1.80	£2.50	70p	33,939	£23,757.60
Stay of up to 2 hours after 3pm	£2.50	£2.50	None	N/A	N/A
Stay of up to 3 hours after 3pm	£3.00	£2.50	-£0.50	3,593	-£1,796.50
Stay of over 3 hours after 3pm	£5.00	£2.50	-£2.50	1,130	-£2,825

Introducing this charge would be asking close to 34,000 to pay an additional 70p after 3pm, than they would prior to this time for a one hour stay. This move could have a negative impact on visitor numbers during this time and may affect the after school trade in the centre. For this reason the change is not recommended.

The final consideration was that a flat rate fee of £1.80 could be offered, equivalent to the minimum payment fee. However this would equate to a 20p reduction for over 35,000 visitors to the car park each year and would negatively impact revenue by over £7k. This change is therefore not recommended.

Town Hall / Hope Lodge

In the Town Hall and Hope Lodge the current maximum charge after 4pm Monday to Friday is £2.50. To introduce this as a flat rate after 4pm would impact as follows:

Town Hall / Hope Lodge Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 30 mins after 4pm	£1	£2.50	£1.50	5,393	£8,089.50
Stay of up to 1 hour after 4pm	£1.80	£2.50	70p	5,678	£3,974.60

In terms of revenue this may be seen as a positive step however close to 11,000 users within the year would be impacted with an additional charge. For nearly half of these the increase in price would be of £1.50 on a £1 charge. Although shown as positive revenue above many of these may go elsewhere. Visitors to fast food chains on the High Street for example may currently be happy to pay the £1 to stop in the car park and walk to the restaurant, however if a £2.50 charge was introduced this is less likely and they may park inappropriately.

To lessen the impact a £2 fee could be considered as a flat rate which would impact as follows:

Town Hall / Hope Lodge Mon-Fri	Old Charge	New Charge	Impact on user	Number of users impacted	Potential Revenue impact
Stay of up to 30 mins after 4pm	£1	£2	£1	5,393	£5393
Stay of up to 1 hour after 4pm	£1.80	£2	20p	5,678	£1,135.60
Stay of over 1 hour after 4pm	£2.50	£2	-0.50	16,500	-£8,250

Short stay visitors would still be required to pay up to £1 more than they would have done before 4pm so this will not be well received. In addition visitors staying over an hour would all benefit from a reduction of 50p in their parking. This would have a negative impact on revenue in these car parks.

Given the number of people impacted or the effect on revenue introducing a flat rate fee in Town Hall and Hope Lodge would not be a positive step at this time.

Depot Road/Upper High Street

In Depot Road/Upper High Street introducing a maximum charge of £2 after 4pm would impact almost 33,000 users, in over 50% of these cases doubling the current charge payable.

Depot Road / Upper High Street Mon - Sat	Old Charge	New Charge	Impact on user	Number of users impacted	Revenue impact
Stay of up to 1 hour after 4pm	£1.00	£2	£1	17,078	£17,078
Stay of up to 2 hours after 4pm	£1.80	£2	20p	15,890	£3,178

Once again many users of this car park may go elsewhere rather than the pay the increase. For this reason the change is not recommended.

Conclusion

1. That maximum charges remain in place
2. That an evening flat rate fee is not introduced.

Action for officers:

None

Item 2 – A Sunday flat rate in all car parks

The introduction of a Sunday flat rate in all car parks would simplify the tariff boards. Currently we offer two rates on a Sunday, up to 2 hours and over 2 hours charged at £1.50 and £2.50 respectively.

If we were to replace these with a £2 flat rate the impact would be as follows:

Up to 2 hours	Old Charge	New Charge	Impact on user	Number of users impacted	Revenue impact
Ashley Centre	£1.50	£2	£0.50	39,783	£19,891.50
Town Hall / Hope Lodge	£1.50	£2	£0.50	13,714	£6,857
Upper High Street / Depot Road	£1.50	£2	£0.50	7,682	£3,841
				61,179	£30,589.50

In the 5 car parks which this would affect over 61,000 users who have paid the up to 2 hours rate of £1.50. These would be negatively impacted by the charge.

A flat rate would benefit approximately 30,000 car park users staying over 2 hours with a saving of 50p:

Over 2 hours	Old Charge	New Charge	Impact on user	Number of users impacted	Revenue impact
Ashley Centre	£2.50	£2	-£0.50	14,242	-£7,121
Town Hall / Hope Lodge	£2.50	£2	-£0.50	3,768	-£1,884
Upper High Street / Depot Road	£2.50	£2	-£0.50	11,762	-£5,881
				29,772	-£14,886

In the Ashley Centre and Town Hall/Hope Lodge car parks the current trend is for the majority of users to stay for up to 2 hours, whereas in Depot Road/Upper High Street the more popular tariff is over 2 hours – a clear sign of the impact of the cinema on a Sunday.

Car Park	Up to 2 hours	Over 2 hours
Ashley Centre	73.6%	26.4%
Town Hall / Hope Lodge	78.4%	21.6%
Upper High Street/ Depot Road	39.5%	60.5%

Creating a flat fee would simplify the tariff board a little and would have a positive impact on revenue, provided that approximately 50% of those paying the fee up to 2 hours continue to use the car parks. However as the majority of visitors to both the Ashley Centre and Town Hall/Hope Lodge stay for less than 2 hours they would be asked to pay an additional 50p.

Conclusion:

That two separate Sunday rates remain in place.

Action for officers:

None

Item 3 - The re-introduction of the pre-payment facility in the Ashley Centre

Until April 2016 it was possible to pre-pay for an evening stay in the Ashley Centre on a Monday to Saturday, a feature which proved popular, particularly to users of the Epsom Playhouse, so as to avoid a whole audience attempting to pay after the show causing congestion at the pay machines.

The pre-payment option was possible as the maximum charge after 4pm in the Ashley Centre at the time was £1.50, the same rate as the minimum 1 hour stay. Therefore on entering the car park after 4pm and entering your chip coin into a pay station a payment of £1.50 was sufficient for any length of stay until 9am the following day.

In April 2016 the tariffs in the Ashley Centre changed so that the maximum rate after 4pm is £2, whereas the minimum 1 hour stay tariff is £1.80. The software is unable to allow a user to pay for the maximum stay once they have been in the car park for over an hour.

If a user was to enter their token into a pay station shortly after arrival they would be asked to pay £1.80, as they had been in the car park for less than an hour, and not £2. They would therefore not be able to enter sufficient payment for their evening stay. This payment can only be made when the visitor to the car park is ready to

leave. In order to re-establish the pre-payment option the maximum charge and the minimum stay rate must be aligned.

The impact of this has been explored in Section 10, item 1. In summation either the charge for both could be aligned at £2 meaning that over 21,000 users per year would be asked to pay an additional 20p for their stay of up to 1 hour, or the charges could be aligned at £1.80 meaning that the Council would forego over £7,000 in lost revenue from those who currently pay £2 for their evening stay.

Conclusion:

The alignment of these charges is an important discussion point each year when fees and charges are discussed. However to introduce this this option now would affect over 21,000 people who are visiting for less than an hour after 4pm during the week. These car park users would be asked to pay an additional 20p per visit. Due to the numbers impacted this is not recommended.

Action:

None for officers

Item 4 - Discounted Parking

Blue badge

Since August 2010 Epsom & Ewell Borough Council have charged Blue Badge holders to park in the Council car parks. A blue badge holder is entitled to the last hours parking free subject to the previous tariff being paid e.g. a blue badge holder who stays for two hours is only required to pay the tariff for an hours stay.

In barrier control car parks blue badge holders are able to apply for a parker card which automatically discounts the parking rate by the appropriate value depending on the length of stay. In a pay and display car park one hours grace is given following the expiry of a valid pay and display ticket displayed besides a Blue Badge.

From April 2016 – July 2016 £3,934.40 was discounted in the Ashley Centre for Blue Badge holders. A further £778.50 was discounted within the Town Hall and Hope Lodge Car Parks. It is not possible to gather any analysis based on Blue Badge parking within the pay and display car parks.

Parker Cards

In Hook Road car park a discounted rate is offered to holders of a regular parker card who can park all day for £3. As part of the fees and charges proposed for 2017/18 increasing the discounted Parker Card rate from £3 a day to £3.50 was recommended.

Rainbow Centre

Rainbow Centre users also receive a discount on their parking as they are only required to pay 50p for a stay of up to 3 hours. As part of the fees and charges proposed for 2017/18 a user will now be required to pay £1 a day for their stay rather than 50p.

From April to July 2016 a total of £19,151.20 was discounted in Hook Road Car Park.

Seasonal discount

Historically Epsom & Ewell Borough Council have offered free parking in Epsom car parks on Sundays in the weeks prior to Christmas. In December 2016 free parking was offered in the 3 Sundays in December prior to Christmas and Christmas Day itself. It is estimated that the loss of revenue to the Council is £5.4k per Sunday. Free parking is also offered in Dorset House and Ewell High Street car parks from 4pm on the evening of Yule Ewell. This occurs on a Friday in early December and the loss of revenue, using the average Friday income as a guide, is £38.

Conclusion:

- 1. For Blue Badge holders to continue to receive a discount for an additional hours parking in council owned car parks.**
- 2. To be noted that as part of the fees and charges for 2017/18 discounted rates in Hook Road car park are to be reduced.**

Section 7 – Permits

Permits

The table below shows the permits currently offered in Epsom and Ewell Borough Council car parks, the annual charges for these and the number of users:

Car Park Existing Charges	Business	Users	Residential	Users
Adelphi Road			£110	15
Ashley Centre	£1,855	15		
Depot Road (existing holders only)	£575	27		
Dorset House (existing holders only)	£435	0		
Ewell Court House (existing holders only)	£265	2		
Hook Road	£575	257	£315	13
Hudson House	£1,060	31	£850	15
Upper High Street (existing holders only)	£575	5		

**This table does not include permits issued to staff, EEBC Councillors or as part of a lease agreement.*

Existing permits are available in the following car parks:

Adelphi Road

Historically a permit for Adelphi Road car park is only available to residents of Adelphi Road. The permit offers a space in an off road car park. Only 15 users hold permits and the car park has 19 spaces so a space is guaranteed at present. The road is also part of a residents parking zone.

The car park is underused and there is an argument to open up this car park to other users. One option would be to introduce a business rate, in line with the charge in Hook Road.

Ashley Centre

A permit in the Ashley Centre is charged at a premium. Currently 9 of the 15 permits are held by the Ashley Centre surgery, who are due to be relocating shortly. If they decide to relocate their vehicles also this will have a significant impact on revenue. All permit holders are currently designated a private bay within the car park. As visitor numbers are currently falling in the Ashley Centre a reduced rate could be considered to encourage local businesses to park in the car park. Following the results of the Retail Consultation an option could be given to local retailers for staff parking in the car park.

Bourne Hall

Permits in Bourne Hall are currently managed by the venue themselves and are issued to staff members and visiting exhibitors only.

Depot Road

The permits in Depot Road are currently issued to Surrey County Council staff as part of an existing agreement.

Dorset House/Ewell High Street

There are currently no annual permits in Dorset House or Ewell High Street car park. If a Ewell Business or school did request permits, such as the possibility of the Ewell Grove expansion, the application could be considered but on a limited number basis as the car park is generally well used. The same ruling could apply at Ewell High Street car park.

Ewell Court House

Currently only two permit holders use Ewell Court House as part of a historical agreement with Bambini Nursery. Three other bays are also allocated to staff at

Ewell Court House who manage the library. Central Surrey Health have a facility within Ewell Court Park and are indicating an interest in permits within this car park. As a free car park with a maximum stay time offering permits now would be going against this policy. A recent study has shown that the car park is relatively full so if permits were to be issued it would have to be on a limited basis. The Head of Venues is currently reviewing the permit situation for tenants of Ewell Court House only. It is not proposed that users of other nearby facilities be offered permits.

Hook Road

Within central Epsom Hook Road is the car park that is predominantly used for commuter and season card parking. The price of the season card has increased in each of the last few years. As part of the Retailer Consultation the use of Hook Road via a season card has been offered to each of the local retailers. Recent interest has also been received from local car firms who wish to store vehicles here.

A residents only permit is also available to permit holders who live within 300 metres of Hook Road car park. When Hook Road is shut the permit will allow them to park in Hope Lodge.

Hudson House

Hudson House permits are available at two rates, one for residents and one for non-residents or businesses. The car park is usually full so a waiting list is kept and spaces offered when they become available. In 2015/16 car park users were consulted to see if they were willing to accept a larger increase in their annual fee in exchange for additional works being done within the car park. The residents rejected this on the whole.

Upper High Street

Five permits are offered in Upper High Street as part of an historical agreement. Upper High Street is currently an overflow car park for much of Epsom and can get full at times. The ongoing situation with the pending development on the site beside Upper High Street and the Plan E project mean that for the time being offering permits here would not be prudent. If the Capital Bid for new parking machines is unsuccessful then the situation could be reviewed if customers are unhappy with machine issues when trying to purchase a weekly ticket. A weekly, monthly or annual permit could be considered.

Recommendations

Permit prices have already been set for 2017/18 and agreed by majority at Environment Committee.

Further recommendations are as follows:

- 1. That unoccupied spaces in Adelphi Road car park are offered to local business users at a rate in line with the Hook Road Season Card rate (currently £575 per year).**
- 2. That, subject to the result of the review by the Head of Venues, a maximum of 6 permits are issued in Ewell Court House, for a fee in line with the residents rate at Hook Road Car Park (currently £315 per year). This lesser fee is recommended as Ewell Court House is a non-charging car park.**
- 3. That permit prices in Hudson House are re-visited prior to 2018/19 if works to lighting and additional cctv are required.**

New Permit Options

As part of the review of all car parks new permit options could be considered at Court Recreation Ground, Richards Field and Kingston Road.

Court Recreation Ground

A tentative request has been made for permits in the Pound Lane end of Court Recreation Ground. Officers are currently following up on this request however a recent study of use does confirm availability for 15 permits which could be offered at a price in line with Ewell Court House.

Richards Field

When the Car Parking Working Group visited Richards Field it identified that 20 of the 31 existing spaces and one new bay to be created could be given over to permit only parking. These could be offered at the same prices as the Hook Road permits. ie. £315 to residents living within an agreed distance of Richards Field and £575 for business or commuter permits. Residents of 113-169 Chessington Road (odds), 184-220 Chessington Road (evens) and 1-23 Oakdale Road would be consulted initially.

Kingston Road

When the Car Parking Working Group visited Kingston Road they identified that a permit scheme could be introduced. As the car park is situated fairly remotely a permit scheme would offer better security than having a pay and display machine within the car park. Resident and non-resident rates could once again be offered in line with the charges at Hook Road.

Recommendations:

1. That the Committee agrees to officers allowing up to 15 permits to be purchased in Court Recreation Ground (Pound Lane end) for a price in line with the residents rate of £315 per year.
2. That the Committee agrees that subject to works being agreed and consultation with local residents completed, permits are offered in Richards Field and Kingston Road in line with the rates in Hook Road car park (see Car Park tours action). Residents within an agreed radius are offered permits for the Hook Road resident (currently £315) initially on a first come first served basis. If the full allocation is not taken by residents, permits can be offered to commuters or businesses at the season rate (currently £575).

Section 8 - Enforcement in Car Parks

From 1st April 2014 to 31st October 2016 21,091 penalty charge notices have been issued within Council owned car parks.

The reasons for the issuing of these tickets are outlined below:

70 - Loading area restriction	4
74 – Parked when prohibited	1
80 - Exceed Maximum Stay	156
81 - In restricted area	37
82 - Expiry of paid time	6955
83 - No valid Pay & Display Ticket	12163
84 - Additional Payment	42
85 - No valid permit	503
86 - Out of marked bay	396
87 - In disabled bay no disabled badge	816
89 - Height/weight limit	3
90 - No return within 1 hour	5
90. - No return within 5 hours	4
91 - Wrong class of vehicle	1
92 – Causing an Obstruction	2
93 - Car park closed	3

The location of these tickets is as follows:

Car Park	2014/15	2015/16	2016/17*
Adelphi Road Car Park	66	48	27
Ashley Centre Car Park	248	261	61
Atkins Car Park	67	41	29

Car Park	2014/15	2015/16	2016/17*
Bourne Hall Car Park	892	615	263
Court Recreation	29	79	41
Depot Road Car Park	1783	1437	579
Dorset House Car Park	727	569	213
Ewell Court House	302	21	8
High Street Car Park (Ewell)	526	359	192
Hook Road Car Park	14	3	6
Hope Lodge Car Park	1164	636	1
Hudson House Car park	38	21	14
Rainbow Centre Car Park	1371	558	443
Town Hall Car Park	2827	2059	272
Upper High Street Car Park	988	757	361
West Hill Car Park	21	46	8
Total	11063	7510	2518*

**2016/17 figures correct from 1st April to 31st October 2016*

The number of PCN's issued can be seen to have declined from 2014/15 to 2015/16.

The primary reasons for this are as follows:

- a) In April 2015 the government introduced new legislation allowing 10 minutes of grace parking time to vehicles after the expiry of a pay and display ticket. In essence each vehicle now has an additional free 10 minutes of parking within the car park where previously a civil enforcement officer could have issued a penalty notice.
- b) In December 2015 Town Hall and Hope Lodge became a barrier controlled car park. In a barrier controlled car park a user will pay on exit meaning that they cannot overstay for their paid for time. They also are not required to display anything on the dashboard. This eliminates the opportunity of issuing penalty charge notices for these reasons.

In the period from 1st December 2015 to 31st October 2016 a total of 441 penalty charge notices have been issued in the Town Hall and Hope Lodge car parks (many of these in the pay and display area at the front of the Town Hall). In the equivalent period from 1st December 2014 to 31st October 2015 3,828 penalty charge notices were issued.

- c) A reduction in civil enforcement officers from 11 to 6, at the time of a recruitment freeze in 2015, the lack of a Parking Manager for 6 months meant that fewer hours were spent in enforcement. Epsom & Ewell Borough Council, along with other local boroughs, have experienced difficulty in recruiting civil enforcement officers. Neighbouring

London boroughs offer a more competitive salary and there have been long delays awaiting Disclosure and Barring Service (DBS) checks.

Times of issue

The table below shows the time of day that penalty charge notices have been issued in four car parks which have contributed a high number of penalty charge notices:

	Depot Road			Upper High Street		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
up to 9am	2.0%	2.6%	2.0%	1.8%	2.1%	0.4%
09:00-11:59	15.7%	20.6%	20.7%	13.2%	18.7%	14.7%
12:00-14:59	24.9%	27.4%	33.4%	22.4%	24.1%	26.5%
15:00-17:59	29.6%	27.4%	36.3%	26.8%	31.0%	22.9%
After 18:00	27.7%	21.9%	7.6%	35.8%	24.1%	8.2%

	Rainbow Centre			Town Hall		
	2014/15	2015/16	2016/17	2014/15	2015/16	2016/17
up to 9am	3.9%	2.7%	3.9%	2.2%	2.4%	1.7%
09:00-11:59	21.2%	27.3%	34.1%	21.7%	25.4%	31.8%
12:00-14:59	21.8%	21.4%	32.3%	28.5%	31.8%	39.2%
15:00-17:59	22.6%	25.5%	20.4%	27.0%	25.8%	24.4%
After 18:00	30.6%	23.2%	9.3%	20.6%	14.6%	2.8%

It is evident from these figures that in 2016/17 car park penalty charge levels have declined after 6pm. During the recruitment freeze when the service was reduced to six officers the need to have staff in early to ensure machines were up and running and schools were patrolled meant that enforcement in the evenings was reduced.

The enforcement team work varying shift patterns from 07:30 – 17:30, 08:00 – 18:00 and 10:30 – 20:30. At times of special enforcement a 13:00 – 23:00 shift is used. The 10:30 to 20:30 shift is currently worked by two officers on two or three occasions per week. The figures above show that additional enforcement in the evenings is required. Currently the team is in the final stages of recruiting two more officers to cover recent resignations however once up to the full complement of officers additional evening patrols are required.

Actions:

- 1. To note that a moped has now been added to the car park fleet which has enabled an officer to move around between car parks more quickly to carry out enforcement duties and fix machines. After 3-6 months an assessment will take place as to the effectiveness of the moped and whether an additional bike could be added subject to an approved business case with funding being identified and agreed.**
- 2. Patrols in car parks after 6pm will be increased with effect from January 2017 (when staffing numbers return to quota) with an aim to ensuring evening patrols are carried out at a minimum of 4 times a week.**

Section 9 - Review of Current Parking Staff Structure

Background

As of 1 November 2016 the Parking team consists of a Parking Manager, a Parking Operations Supervisor and 7 full time civil enforcement officers. Two vacant posts are undergoing a recruitment process. The Parking Manager reports to the Head of Customer Services and Business Support. The Parking team is responsible for both on and off street parking within the borough.

As part of the Star Chamber review of 2015/16 it was agreed that half a post would be removed from the Car Parks staffing establishment as a result of the introduction of barrier control in the Town Hall and Hope Lodge Car Park. This post has now been removed.

Currently the Ashley Centre Car Park office, located within the Ashley Centre car park is manned from 6am – 11:30pm Monday to Friday, 6:30am – 11:30pm on a Saturday and 8am – 11:30pm on a Sunday.

The main duties of the officer in charge are:

- to perform a safety inspection of the car park in the morning and afternoon
- to manage the pay on foot intercom from 6am – 9:30am and from 5pm – 11:30pm Monday to Friday and when the office is open at the weekend
- to assign officer patrols areas and breaks for the day
- to manage the CRM (Customer Relationship Management) queues including answering enquiries and feedback or assigning cases such as ticketing requests to the officer closest at hand. These queries are reported to Customer Services.

CEO 41.5 hours by a civil enforcement officer
POS 35 hours by the Parking Operations Supervisor
PM 5 hours by the Parking Manager
AGS 38.5 hours by Add Guard Security

Parking Operations Supervisor

On review, the Parking Operations Supervisor is spending the majority of the time working within the office, monitoring officer and service performance, completing financial checks as per audit requirements, liaising with Surrey County Council regarding missing or incomplete signs and lines within the borough, monitoring equipment and supplies, planning officer rotas and dealing with any staffing issues.

Ideally, as a qualified enforcement officer the duties need to include patrolling on street, assessing other officers on street for both parking enforcement and customer service. The role would also benefit from some time away from the busy office of the Ashley Centre to complete necessary paperwork and officer 1 to 1's without regular interruption.

Currently the working hours of this role are 6am – 4pm Wednesday to Saturday. On review there needs to be a greater flexibility in these hours. A five day working week would be preferable or certainly some change to the days worked as currently an issue which occurs over the weekend may not be dealt with until the Wednesday of the following week.

CEO

Currently in a typical week the office is covered for over 41 hours by a civil enforcement officer. This does not include the time taken to return to and from the office from their beat location.

Ideally, a Civil Enforcement Officer should be out of the office on patrol on street and within the car parks ensuring traffic is kept free flowing, and in most cases this is where their primary skills lies.

Summary

In summary the Ashley Centre office would be best covered by a person employed to specialise in a customer facing/administrative role to offer consistency and a higher level of customer service to the general public, providing office administration to the parking operation on a daily basis and freeing up the parking operations supervisor and ceo's to be patrolling the street and car parks for more hours. The recommended hours for this post initially would be for 4 days a week between the hours of 8am to 6 pm.

Machines maintenance

In the months from April – June 2016 over 65 hours of officer time was spent fixing machines excluding travelling time to and from the machine from their beat location. In most cases officers are able to assist with the problem and perform the fix at the time, be it to release a coin jam, reset or clean the coin validator or free a blocked ticket or token. However, all of these problems interrupt an officer from performing their enforcement duties, and in some instances require specialist knowledge of the equipment.

In some organisations and Local Authorities a designated specialist machine operative is employed who would be responsible for all machine repairs. The plus side of this is that all other officers would be free to concentrate on their enforcement duties, the negative side is that the designated machine repair officer would have an increased travel time to and from each location. The machine operative would also require use of one of the two vehicles currently assigned to the service. On reflection as the majority of the officers do have the basic skills to fix a simple repair this post will not be carried forward.

As part of the aforementioned requirement to have the Parking Operations Supervisor carrying out more duties on street, further training would be provided to officers on location.

A later opening of the Ashley Centre office has been trialled at both 6:30am and 7am to provide extra time at the end of the day for enforcement duties. As part of the role involves ensuring the car park is safe and secure a 6:30am opening is recommended Monday – Saturday to enable this check to be completed prior to 7am when vehicles begin to arrive in earnest. On a Sunday a 9am start time is recommended.

Actions

- 1. To employ, initially on a 6 month trial basis, an office administrator responsible for the day to day running of the Ashley Centre car park office, thereby enabling the Parking Operations Supervisor and Civil Enforcement officers to maximise their time on patrol.**
- 2. That the Parking Operations Supervisor role is re-evaluated to become a 5 day a week, flexible working days position.**
- 3. To open the car parks office at 6:30am on a Monday to Saturday and 9am on a Sunday.**

Section 10 - Out of Hours Service

Car Parks in Epsom & Ewell operate 24 hours a day 7 days a week, the only exception to this is on Christmas day. This means that the car parks require an out of hours service for 364 days of the year. The main presence is in the Ashley Centre car park. Over the course of a week the out of hours service currently runs for 86.5 hours a week at the following times:-

Sunday 6pm - Monday 6am
Monday 6pm - Tuesday 6am
Tuesday 6pm - Wednesday 6am
Wednesday 6pm - Thursday 6am
Thursday 6pm - Friday 6am
Friday 6pm - Saturday 6:30am
Saturday 6pm - Sunday 8am

Car Park Usage

Current usage of the car parks after 6pm can be seen in the tables below. The number of entries and exits by hour after 6pm are shown for the period from January to October 2016:

Entry after 6pm	Ashley Centre	Hook Road	Hope Lodge	Town Hall	Grand Total
18:00 - 19:00	20,772	1,350	2,397	7,352	31,871
19:00 - 20:00	13,912	796	2,405	7,672	24,785
20:00 - 21:00	2,784	217	1,470	3,047	7,518
21:00 - 22:00	753	84	581	1,044	2,462
22:00 - 23:00	295	250	194	499	1,238
23:00 - 24:00	313	6	81	183	583
Grand Total	38,829	2,703	7,128	19,797	68,457

Exit after 6pm	Ashley Centre	Hook Road	Hope Lodge	Town Hall	Grand Total
18:00 - 19:00	30,904	18,192	2,296	6,263	57,655
19:00 - 20:00	12,603	6,142	1,655	4,906	25,306
20:00 - 21:00	7,708	2,625	1,544	4,706	16,583
21:00 - 22:00	8,915	1,304	1,375	4,242	15,836
22:00 - 23:00	12,427	739	1,813	3,618	18,597
23:00 - 24:00	3,367	31	1,161	1,987	6,546
Grand Total	75,924	29,033	9,844	25,722	140,523

The out of hour's service currently costs a total of approximately £39,000 per year. The amount of revenue paid at these car parks in the first ten months of the year equates to almost £278,000.

The out of hours' service is covered by two different methods:-

6pm – 11:30pm

From 6pm to 11:30 pm seven days a week Add Guard Security Guard provide a Security Guard rotating two officers assigned to Epsom. These two officers have worked at the Ashley Centre Car Park providing security cover since September 2011. The arrangement with Add Guard has been in place since then and appears to never have been reviewed or agreed formally.

The Security Officers are based in the Ashley Centre car park and deal with customer enquiries either at the Ashley Centre or by telephone, minor barrier and machine repairs, filling machines with tokens, maintaining the safety and security of the car park and locking Hook Road car park.

Both the security guards are familiar faces to visitors of the Ashley Centre car park in the evenings and both have customer skills and are familiar with the Entervo Barrier control system and the Car Park operating equipment

The Add Guard costs for the out of hours' service are approximately £34,000 per annum which includes the hourly rate for the Security officer and an additional charge of £17.86 for locking up Hook Road car park or attending incidents at other car parks outside the Ashley Centre.

11:30pm – am opening

From 11:30pm until when the Ashley Centre office opens the next morning (6am Monday to Friday, 6:30am Saturday and 8 am on Sunday) the pay on foot intercom for barriers and pay machines is diverted to a mobile telephone.

This telephone is answered by the Parking Operations Supervisor, or an experienced civil enforcement officer, who provide customers with advice or remotely operate the barriers. Occasionally they may be required to attend the car park to manually fix any problems such as a barrier repair or a security/fire alarm.

These 2 members of staff are currently paid an historical rate of £14.29 per night as an inconvenience fee for any disturbance. It should be noted that this is under review as part of the HR overtime review.

As part of the review a number of options were considered:-

Option One

Including the Out of Hours Service for Car Parks in the current Facilities Contract

Kier currently manage our out of hour call outs for all other council buildings with the exception of car parks. Officers explored the option to include the out of hours car park service as part of the service they currently provide.

Options explored within this were to:-

- Provide an off-site third party to answer intercom calls and remotely raise barriers if there was an issue from 6pm each day. Kier have provided a cost of c£19k, based on an estimation of 500 calls per month.
- Provide an annual daily lock up service. The cost of this would be c£13k.
- Provide an officer who was able to attend the car park and provide additional assistance. The cost of this would be £55.50 per call out (additional rates apply on Sunday and Bank Holidays) and a 4 hour response rate would be applied.
- Provide an off-site third party to answer intercom calls and remotely raise barriers if there was an issue from 11:30pm each day. Kier have provided a cost of c£1.2k based on an estimation of 20 calls per month.

Without the first- hand experience of the workings of the car park Kier would need to be provided with a scenarios list in order to answer customer queries. They would not be keen to become involved in any payment disputes. Such examples could arise if a customer has had a problem at a pay station, is disputing the amount of a parking charge or is claiming to have paid when the exit token shows that they have not. Frequently asked questions could be provided but would not be universal to the diversity of some of the queries received.

If they were unable to resolve such a dispute the barrier could be raised remotely but this could result in lost revenue and lost car parking tokens. The current security officers have the knowledge of using the Entervo system to check payments or faults and assist with any problems.

If this option was chosen a security officer would not be present within the car park and assistance to Ashley Centre car park users after 6pm would only be provided if parking officers were to remain in base. Anti-social users of the car park would not be deterred.

Option 2 – Cover by civil enforcement officer (ceo)

A second option would be to alter the working hours of the civil enforcement officers to cover the office in the evenings instead of a security guard. This would mean that

an additional ceo would need to be employed to cover until 11:30 in the evening, and all of the ceo working hours would need to be consulted on changes to their working hours and contracts.

The lone workers policy of the enforcement officers would need to be changed as currently we ask our officers to double up after 6pm.

Alternatively, we could employ another ceo or an office worker to cover the evening shifts.

On reflection although the majority of our civil enforcement officers do have the necessary skills to cover the office this would be going against the recommendation of employing an officer worker to ensure ceo's spend the maximum amount of time on-street.

Conclusion:

By removing the security officer and asking Kier to cover the intercom we would lose a presence within the car park with knowledge of the working systems. Kier would charge EEBC for call outs which would have a 4 hour response time. This delay would cause adverse publicity and reputational damage to the Council.

After 11:30pm the Council officers are receiving approximately 20 calls per month. If these calls were passed to Kier then a saving of approximately £4000 per year could be made. With the reduced risk involved after 11:30pm it is therefore beneficial that a security officer remains on site until 11:30pm and after this time the out of hours service is passed to Kier.

The review has highlighted that the existing arrangements with the security firm need to be formalised.

Action:

- 1. The arrangement with the existing security company to be formalised in 2017/18.**
- 2. Out of hours arrangements to pass to Kier after 11:30pm in 2017/18.**

Section 11 - Hook Road Opening hours

In January 2014 it was agreed at Environment Committee to extend Hook Road car parks opening hours from 7am to 8pm on weekdays to 6am - 11pm. A further review of opening hours was then due to be conducted later in the year. The car park is currently open from 6am – 11pm Monday to Friday, 7am – 8pm on a Saturday and closed on Sundays and Bank Holidays.

From January 2016 to October 2016 the total number of car park visitors entering the car park between 6am and 7am on weekdays has been 1,648. This equates to approximately 8 users per day.

From January 2016 to October 2016 the total number of car park visitors entering or leaving Hook Road after 8pm has been as follows:

Entry after 8pm	Hook Road	Ave. per day
20:00-20:59	217	1.0
21:00-21:59	84	0.4
22:00-22:59	256	1.2
Grand Total	557	2.6

Exit after 8pm	Hook Road	Ave. per day
20:00-20:59	2,625	12.1
21:00-21:59	1,304	6.0
22:00-22:59	739	3.4
23:00-23:59	31	0.1
Grand Total	3,288	21.6

In 2016 to the end of October an average number of entrants and exits from Hook Road per day has been calculated. If you exclude the security guard from the vehicles exiting the car park after 9pm the average number of vehicles is approximately 9 per evening over a 2 hour period. The revenue received in the car park after 9pm from January – October is £3,525.

Based on the above information if the car park was to close at 9pm a limited number of people would be impacted each day. However as there is no substantial saving to be made in closing the car park earlier it is not recommended that the closing times change.

One other option considered was to leave Hook Road open 24 hours a day. However, due to it's out of town location there could be an increase in anti-social behaviour and the Park Mark Safety Award may be impacted. This option is therefore not recommended.

Opening on a Sunday/Bank Holiday

Currently the cost of Hook Road car park is £10 each Sunday whilst lifts, barriers, CCTV, light sensors and fire/intruder alarms are still operating idle. The average cost per day to have these services running would be an additional £20.

Other costs involved which would need to be factored in would be a £350 charge to Scheidt & Bachmann to introduce a Sunday tariff. There would also be a cost for new tariff boards within the Car Park to reflect the new opening hours.

With local retailers increasingly opening on a Sunday there is an argument to say that the number of staff or shoppers wishing to park in Hook Road is increasing. In the recent parking survey 6% of retailers said that they would like to see Hook Road open on a Sunday. The car park may also benefit from increased use on a Saturday evening if it is known that the car park will not be locked the following day. However on the reverse side if the car park is largely empty on a Sunday this could increase the chance of antisocial behaviour.

Epsom car parks currently have sufficient capacity for visitors to the town on a Sunday without the need to open Hook Road.

Recommendations:

- 1. That Hook Road continues to open at 6am Monday to Friday and 7am on Saturday as there is minimal cost implication.**
- 2. That Hook Road remains open until 11pm Monday to Friday and 8pm on a Saturday.**
- 3. That Hook Road remains closed on a Sunday as there is currently sufficient capacity within Epsom car parks for visitors to the town.**

Section 12 - Advertising in Car Parks

The Town Centres Manager has undertaken some initial research to assess the issues involved and the potential income that might be achieved from advertising in Epsom & Ewell Borough car parks.

The income that can be generated from car park advertising will be dependent on:

- the level of advertising (ie are there a modest amount of banners and signs or a huge amount);
- how much of that advertising is being sold; and
- the cost of that advertising.

These issues in turn are dependent on other variables, especially footfall - a car park advertising company will not take on a site unless they think that there's a reasonable chance to be able to sell the space.

Cost of advertising

The costs of advertising are based on what is felt by the advertising company to be the right price to generate interest and sales and not one that is too high that it makes it difficult to sell. The company that provides advertising space for Camberley (a similar sized town centre to Epsom) works on a 65/35 split. This means that that the council would keep around 65% of the money raised through advertising, minus the upfront cost of installing boards and signage, the rest going to the company that sells the space on our behalf.

Type of advertising

Camberley charges the following amount for these types of advertising:

6 sheet sized poster (70" x 48") £50 to £70 per week

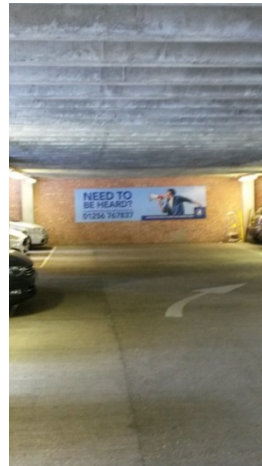
4 sheet sized poster (60" x 40") £30 to £50 per week



Car park Barriers
(bank of 3) £30 to £40 per week



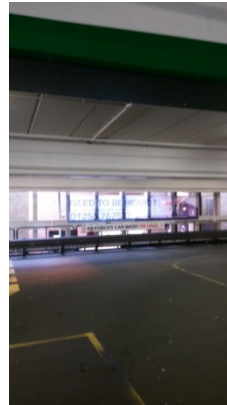
Car park wall banners



Lift banners



Hessian banners



Occupancy

The general aim is usually to sell advertising sites for a minimum of three months. It is doubtful that all advertising sites would be filled at all times however – and we can perhaps expect that when they are not filled that the council themselves can make use of them for their own purposes without a cost.

The Town Centres Manager has advised that a number of businesses in Epsom town centre are keen to create a Business Improvement District (BID) to improve the town centre. These business-led, business-funded bodies aim to improve the business conditions in a town centre, boost footfall and make the town centre more attractive to shoppers, customers, clients and staff.

A survey was launched in September 2016 to test the appetite for a BID in Epsom town centre. If businesses want to take forward the process we might expect a ballot of businesses in the summer of 2017 to confirm whether one would be created.

If the ballot gives a 'yes' vote in favour of a BID then we should expect footfall to increase over time and so the value of advertising space to increase too.

Up-front capital costs

Some companies will sell the advertising space but it would be up to the council to pay for such things as A0 or A1 sized frames for the advertising to go in. We can expect of course that the company arranging the advertising to produce and install the adverts themselves but there may be an up-front capital cost to EEBC which increases if illuminated signage in frames is used. While expensive these can make for a more attractive environment and reduce the fear of crime.

Recommendation:

For officers to pursue options for advertising options within car parks during 2017-18.

Section 13 – Site options for additional parking

Epsom Town Centre continues to be a popular place for people to live, work, shop and spend their leisure time. The Borough Council's Plan E strategy and policies seek to deliver improvements that will maintain and enhance its popularity as a destination. It is essential that these improvements are balanced in investment in complimentary infrastructure, including public car parking provision. During the first quarter of 2015, the Planning Policy Team were tasked by the Council's Car Parking Working Group to explore possible options for expanding public car parking capacity. They examined and assessed a number of options across the town centre to provide an initial scoping of the opportunities, potential yield and constraints present on each site.

Officers have recently revisited this with an objective of identifying those sites that merit further consideration as possible options for additional car parking provision. This exercise has highlighted three sites that are potentially deliverable and developable, and could offer a viable (and meaningful) increase in car parking provision. These site options are:

- The extension of the Ashley Centre Car Park;
- The Utilities site, East Street; and
- Depot Road

The development of these three sites could yield an additional 400 public car parking spaces over the next five – ten years. The Borough Council will need to undertake more work to bring any additional provision on these forward. The scope of these projects will need to include the consideration and delivery of additional public provision, where appropriate. This will initially involve the Borough Council's Place Development team and Head of Property investigating these sites further in the future.

Section 14 – Next steps

This report will be taken to Environment Committee in January 2017.