



CAR PARK CHARGING POLICY

A Policy for Applying Charges to Car Parking

Pembrokeshire County Council

Updated February 2018

1. Introduction

This policy sets out the mechanism and rationale for the application of parking charges by Pembrokeshire County Council. The policy will set out what charges will apply, if any, and the appropriate length of stay at each location. This is an updated policy, original policy approved by Council 31st October 2002, following implementation of Civil Parking Enforcement

2. Key Principles

Charges for car parking need to take account of the following principles. These principles need to be applied consistently, which will result in different charges from place to place, whilst ensuring that charges do not favour one area in relation to another:

- The need to encourage retail trade;
- The need to manage traffic, including on-street parking and traffic flows;
- The need to manage demand effectively;
- The nature of parking location and its users, i.e. urban shopper/business, residential, rural town shopper, beach/visitor;
- Comparison with other providers in the locality;
- The need to encourage the use of more sustainable forms of transport, including public transport;
- Charges are not set purely in order to derive income;
- Have regard to the overall revenue budget provision (expenditure and income) for car parks;
- A presumption in favour of improvements being funded by increased tariff.

2.1 Economy

Car parking charges should be set in order to maximise their potentially beneficial effect of encouraging local shopping. To ensure that this policy objective is met, car-parking charges must be considered on a town by town basis, and take account of the fragility of the local economy.

2.2 Traffic Management and On-street Parking

Charges for car parking can influence the choice of motorists to seek a free space elsewhere before accepting the need to pay to park, and which parking place they will use where there is a choice. Varying tariffs can influence which location will be selected.

The desire to park on street leads to traffic touring streets seeking spaces. Illegal parking on yellow lines occurs locally; however, with Civil Enforcement Powers we now have enforcement powers to tackle this issue. Charging for on street parking, and better enforcement, will influence the choice of parking locations. Where on-street charges are introduced, the tariffs will take account of the availability of off-street parking and the desirability of reducing on-street parking to improve traffic management.

We now operate 57 on street resident parking schemes across the county. These parking schemes have been very successful with positive uptake. Schemes can now be progressed where desired by residents.

There are a number of options that can be considered to assist traffic management and the enforcement of on-street parking. These include:

- Civil Parking Enforcement (CPE)
We have been running CPE since February 2011. CPE has given the authority the powers to manage on street and off street parking offences.
- Controlled Parking Zones
Controlled Parking Zones can be introduced on an area-by-area basis, with the definition of control for each controlled parking zone being defined in a traffic order. The enforcement for these controlled parking zones can be carried out by the Local Authority under CPE
- On-Street Charges
It is considered appropriate to relate car parking zones as much to on-street areas as to off-street car parks. Where charging is to be applied on-street, then the charge should be at least as much as the off-street parking for that car parking zone. Where charging is not to be applied on-street, then a period of limited waiting should be applied to reflect the car parking zone, and that the maximum stay should be less than off-street parking relative to that car parking zone. In any case, on-street parking should be limited to no more than 1 hour in all Zone A areas.
- Residents Parking
Where suggested by residents, residents parking schemes can be introduced whereby parking can be restricted to selected bays on-street through the purchase of an annual permit, although the permit does not guarantee the use of a specific space.
- Reviewing traffic orders
There is a need to continually review current traffic orders to ensure they meet demands on traffic flow and parking requirements.

2.3 Demand Management

Car parking charges should be set to encourage shoppers (who have a need to carry goods), who are likely to require short-stay spaces. Where car parking is subject to high demand and/or limited capacity, then parking periods and tariffs should be carefully set to optimise turnover. Longer stay users will generally be required to park further from town centres where short stay demand is high.

2.4 Parking Zones

In broad terms the nature of car parking locations will determine the relative charges (if any) that should apply. Through this policy car parking locations will be assigned to one of the following zones as a first step to determining the most appropriate charges to apply:

Zone	Description	Examples	
		Off Street	On Street
A	Central shopping and other short stay uses (heavy demand, high turnover). Maximum stay of 2 hours.	Ground floor multi-storey (Tenby/Haverfordwest) . Perrots Road, Haverfordwest. Castle Lake Haverfordwest (short stay area).	High St., Haverfordwest. Charles St, Milford Haven.
B	Mixed use, medium to long stay with some overspill short stays (heavy demand). Stays from 2 hours to daily to include a 4hr tariff.	Upper floors multi-storey (Tenby/Haverfordwest) . Castle Lake, Haverfordwest (long stay area).	Esplanade, Tenby. Perrots Road, Haverfordwest.
C	Longer stay, edge of town. Stays from 4 hours to daily. Also Include 5 hours Stays	Townsmoor, Narberth The Commons, Pembroke. To Assist with Flexible working patterns	The Croft, Tenby.
D	Rural beach/out of town. Stays from 2 hours to daily.	Newgale.	St. Justinians, St. Davids.

It is proposed that all public car parking locations are assigned to one of these zones. Other factors are then examined, including fragility of economy, traffic management, demand for spaces, and comparison with other local providers in order to arrive at the charges to be applied at each location. The car park charges will be reviewed in accordance with this policy. The Pay and Display Machines do not give change therefore refunds will not be paid for "overpayment" of stay duration

2.5 Comparison with other Providers

Charges should take into account other providers in the locality and other similar local authorities. Local comparisons are needed to maintain our position in the market place and to ensure traffic management objectives are met. Charges need to take some account of charges made by other similar local authorities to ensure we are not discouraging visitors from making a trip or return visit to Pembrokeshire. Discussions with the Pembrokeshire Coast National Park Authority will explore the potential for them to apply this car parking policy to their own car parks, to provide a consistent approach to users of car parks in the County.

2.6 Sustainability

Parking charges can influence local traffic movements, which in turn can have a positive influence on the local environment. The effect that parking charges can have on the wider issue of mode of transport choice, e.g. transfer on to public transport, is of more limited effect. Raising charges to dissuade travel by private car is unlikely to have the desired effect without combining it with other initiatives.

2.7 Income Generation

Parking charges will not be set purely in order to generate income. The Council uses the income from parking charges to maintain service provision to a quality standard. Where appropriate the Council will deliver visible improvements to the quality of parking areas and their environment.

There is a need for parking areas to be well maintained, with good lighting and high visibility, to provide a safe and secure environment for motorists and their vehicles. Income from parking charges enables regular policing by Civil Enforcement Officers, and helps to reduce car crime and vandalism, giving added confidence, especially to vulnerable users.

3.0 Charging Period

The time period to which charges will apply will be standardised across the County. There may be seasonal variations to the charge periods to accommodate demand; the charge period will be applied on every day of the week. This will enable free parking outside of these times; allowing better use of the facilities during periods when parking pressure is reduced. There is a 24 hour charge period which assists with the tourism industry, this give flexibility for people staying in local accommodation.

4.0 Concessions for Long-stays

Where customers are likely to make regular use of longer stay car parks, concessions will be available, as appropriate, by offering weekly or specific permits. The range of long-stay tariffs on offer at each location will depend largely on what the location is utilised for, taking into account any conditions included in leasing arrangements where they apply. Where offered, reserved bay tickets should be monitored carefully to ensure the wider availability of spaces.

4.1 Weekly Tickets

Weekly tickets will be provided at all long stay car parks to encourage visitors to make use of them for the duration of their stay. Weekly tickets do not guarantee a parking place. The weekly rate will be offered at a discount of the daily rate, purchase 5 days daily rate to cover 7 days stay. This rate may be varied dependant on car park usage. These are non transferable.

4.2 Y Penfro – County All Year Permit (Long Stay Car Parks)

An annual permit purchased in advance. A Permit that allows parking across any long stay car park all year, proposed fee of £200.00 for 12 months, a generic permit not vehicle specific.

This permit will be sold for minimum periods of 3 months.

4.3 The Seagull – Seasonal Permit (Long Stay Car Parks)

An annual permit purchased in advance. A Permit that allows parking across any long stay car park between 1st March and 31st October only, fee of £150.00 for 12 months generic permit not vehicle specific.

This permit will be sold for minimum periods of 3 months.

4.4 The Puffin – County All Year Permit, specific car park

An annual permit purchased in advance. A permit will be issued to park in a specific car park, generic permit not vehicle specific.

An annual fee of £150.00 for annual car parks

An Annual fee of £125.00 for seasonal car parks

This permit will be sold for minimum periods of 3 months.

4.5 Reserved Bay Permits

An annual permit purchased in advance. A reserved bay permit will assist the long-term user who wishes to have a space permanently available. This permit will be sold for minimum periods of 3 months.

The fee will be calculated as follows -

$(6 \times \text{the daily rate} \times 52 \text{ weeks}) - 30\% \text{ discount}$. Maximum fee will be capped at £540.00

They will be provided in long-term car parks subject to a sufficient number of parking spaces being available. A maximum of 10% will be allocated against the overall parking spaces in the specific car park

There may be exceptional circumstances where reserved bays may be made available at an appropriate charge in short stay car parks. This could be where there is a need to restrain entry to traffic in certain areas, e.g. where pedestrian zones are created.

These tickets are non-transferable between car parks, each ticket will specify the car park

4.6 Coastal Permit

An annual permit purchased in advance . A seasonal permit for coastal car parks. The specific car parks are identified in the car park order. This permit is transferable between the identified car parks. It will alleviate the necessity for users to repeatedly purchase a daily ticket. The fee will be set at £90.00

Permit for specific car parks, namely - (South Beach, Tenby; Marine Road, Broadhaven, Newgale Upper and Lower, Quickwell Hill and, Merrivale, St David's; Dale, The Parrog, Goodwick)

4.7 Parking Permit Passport

A weekly permit, purchased in advance. This will be a transferable permit, which will allow parking in Council car parks, with some short stay car parks excluded. This is a flexible permit, which will allow the purchaser the flexibility to purchase a single permit for multiple car parks, predominately for visitors. The fee will be set at £25.00

4.8 Guardian Permit

An annual permit purchased in advance to allow Guardians to park in specified car parks for drop off and pick up of school children. The specified car parks are listed in the car park order.

Permit will specify school name and specified car park

Permit will be allowable for parking between 9.00am – 9.30 am and 2.30pm to 3.30pm, Monday to Friday term time only.

Permits only granted to guardians with children in school

Although this ticket will not guarantee a parking place, it will alleviate the necessity for users to repeatedly purchase a ticket.

4.9 Resident Car Parking Permit

An annual permit purchased in advance to allow residents to park in specified car parks. The specified car parks are listed in the car park order. The qualifying car parks will be listed where it is deemed that there is a demand for resident parking facility within our car parks i.e due to lack of private off street or on street parking.

Eligibility to apply for a resident permit will depend on the following –

Applicant will be a resident in specific street or property listed against each specified car park

Applicant residency does not have off street parking available

Applicant does not have on street parking available within close proximity of residency

Only one permit will be issued per property

The Permit will not be vehicle specific it will be issued with reference to the specific residency

Although this ticket will not guarantee a parking place, it will alleviate the necessity for users to repeatedly purchase a daily ticket.

4.10 Dusk and Dawn Permit

A permit will allow a vehicle to park between 9.00am and 10.00am and 3.00pm to 7.00pm all year round fee £75.00

4.11 Events

There will be occasion when events will apply for consent to use the car parks. Applications will be considered in relation to parking impact. The fee may be waived for charity events.

4.12 Pop and Shop Bays

Free 30min Parking.

This allows a motorist to park for 30min free in an allocated bay.

The number of bays will be 6% of the total car park bays for the specified car park, up to a maximum of 6 bays per car park. 1 of these bays will be for Blue Badge holder (Blue Badge bay will be 1 hour free parking to allow more time for the Blue Badge holder).

5.0 Integrated Impact Assessment

The Authority has developed a tool to assess the impact of proposed strategies and policies on equality and diversity issues, sustainable development, the Welsh language and health and well being. The tool will be applied to all strategic policy and practice decisions.

6.0 Disabled Parking

In order to minimise abuse 'blue badge' holders will be subject to the same charge as other users, both within designated disabled bays and other bays at each location. When the 'blue badge' is clearly displayed an additional hour stay will be allowed. Each location will provide an adequate number of disabled bays, and parking meters will be made accessible to wheelchair users.

7.0 Car Park Order

The Car Park Order sets out regulations for all Council run car parks that are publicly accessible, regardless of whether a charge is applied or not. The Order states the conditions of use for a car park, the level of the Penalty Charge Notice and when they may be applied.