

REPORT ON BEHALF OF THE PROPERTY & PROJECTS GROUP

SUBJECT: ANNUAL REVIEW OF THE 2018 OPERATION AND MANAGEMENT OF THE AUTHORITY'S CHARGING CAR PARK SITES

Purpose of Report

To provide a summary of the Authority's charging car park operation during the last 12 months and the outlining of objectives in advance of the 2019 charging season.

Background

Members considered a report in November 2016 outlining the Authority's pre-existing car park operation and set out recommended changes. Members approved that report to include yearly updates. This is the second annual update report.

Operational activity across the Authority's 10 no. charging car park sites during the most recent 12 month period up to and including the 7th November 2018 has consolidated the changes introduced at the start of the 2017 charging season, and can be summarized as follows (comparable 2017 season figures shown in italic for comparison purposes):

- Approx **240,000** (*240,000*) 'Pay & Display' tickets issued.
- Approx **63,000** (*53,000*) '30 minute Nil Charge & Display' tickets issued
- Approx **1,300** (*1,100*) pre-paid Season Tickets issued.
- **Nil** (*1*) instances of a car park users concern or query remaining unresolved and escalating beyond their initial customer service contact with your Officers
- Approx **£440,000** (*£435,000*) net of VAT parking receipts.
- Operating costs of approx **£89,000** (*£79,000*)

Season Tickets

All 2018 season ticket sales were accompanied by a freepost survey in postcard format inviting anonymous feedback. The response rate was circa 12%. 80% of those respondents were purchasing a season ticket for the second consecutive season, and had done so in advance or very shortly after the start of the charging season. The reported frequency of ticket use suggests more than half were used at least once a once a week with a further third reporting daily usage.

The responses suggest that the existing season ticket terms of use and price points offer frequent user a very cost effective alternative to the standard Pay & Display rates.

Car Park Order Variation

Progress on this matter is the subject of a separate report to Members.

Alternative forms of Payment

Work remains ongoing to establish the cost/benefit of introducing additional means of onsite payment to complement our existing cash only payment system. Pembs CC have committed to running a small scale cashless payment trial across some of their charging car parks commencing 2019 which we will be monitoring. It is proposed that our findings and recommendations will be reported to Members at a later date.

Enforcement against overnighting mobile homes/camper vans

Addressing the practice of 'overnighting' mobile home/camper vans has been a perennial feature of our car park management. However, the continuation of this predominantly reactive and education based approach is no longer considered to represent a sensible and proportionate balance for the following reasons:

- The volume and frequency of overnighting vehicles is increasing
- Duration of individual stays in single locations are often now extending to multiple nights
- The proliferation of social media sites expressly encouraging the use our car parks as defacto mobile home sites
- The absence of ancillary facilities and resulting environmental health concerns
- Adverse impact on the wider publics quiet enjoyment
- Increasing levels of concern within local communities

The Authority's Car Park Order already provides for the issuing of fixed penalty notices for breaches of its overnight sleeping/cooking regulations. Your Officers are of the opinion that this mechanism should be used much more extensively during 2019 and that we should therefore renegotiate our service level agreement with Pembrokeshire County Council to ensure the required level of resources will be available.

Capital Improvements

Prior to the commencement of the 2018 charging season your Officers completed a comprehensive upgrade and refurbishment of our Saundersfoot Car Park at a cost of circa £100,000.

Financial, Risk & Compliance Considerations

No issues in addition to those already outlined above

Human Rights/Equality Issues

No issues in addition to those already outlined above

Biodiversity Implications/Sustainability Appraisal

No issues

Welsh Language Statement

No issues

RECOMMENDATION

That Members endorse the ongoing actions of your Officers in readiness for the 2019 season.

Background Paper: Review of the Car Park Operation & Management of the Authority's Car Parking Sites (NPA Meeting 29th November 2017)