



Background report:

**Parking in Dacorum for 2014/2015
Options for consideration by Cabinet**

Report date **20 August 2013**

Report for: **Cabinet**
22 October 2013

Report created by: **Steven Barnes**
Lead Officer Parking Policy
Dacorum Borough Council

1. Background Report

- 1.1 At its meeting on 18 October 2011, Cabinet reviewed car park charges and resolved that Officers report back to Cabinet in Autumn 2013 on the review of charges for 2014/2015
- 1.2 Parking charges in Dacorum have been compared with those charged elsewhere in Hertfordshire and other adjacent Boroughs and districts.

2. Principles Underpinning the Review

- 2.1 There is no statutory obligation on the Council to provide parking facilities. Individuals can make a choice as to whether they use these facilities, use public transport or some other more sustainable method to arrive at their destination. Where charges are not levied, the financial burden of maintaining the car park, its enforcement and other running costs falls to either local council tax payers (who may not have a vehicle or may not use the facility) or customers using car parks in other areas of the Borough. Although the principle that the customer makes some contribution to the costs of providing the car parking facility is valid due to the current economic climate and to support businesses in the Borough's smaller communities no options for charging in currently free to use sites have been included in this report.
- 2.2 In relation to the Council's overall financial position, there is a need to identify budget savings or increased revenue income. The Council faces significant challenges in producing a balanced budget over the next few years. Clearly income from parking charges offers an opportunity for increased income particularly in view of the modest rates currently charged in comparison to other towns. Failure to optimise income could require Members to identify other opportunities for savings or income growth in order that the budget position can be addressed.
- 2.3 In policy terms the Council seeks to encourage greater thought regarding travel choice in line with the longer-term aim of seeing a shift to more sustainable forms of transport. Increased parking charges can certainly influence travel choices however the provision of viable alternatives, particularly for commuters, is a significant and costly challenge which will be difficult to address in the current financial climate.
- 2.4 Additional revenue income can be derived from the Council's owned off-street parking assets and from its on-street parking operations. Cabinet may wish to consider these options as part of its parking strategy for the future:
 - Increasing the period for which charges apply as described in option 7.
 - The introduction of season tickets as described in option 8.
 - Introducing charges into currently free to use off-street sites. With reference to point 2.1 no option for this is included in the report.
 - The variation of on-street parking charges as described in option 11.
 - The introduction of additional on-street pay and display parking areas as described in option 12.
 - Increasing the charges for Controlled Parking Zone residents' permits and or vouchers. No option for this is included in the report.

- 2.5 Savings on the procurement of software for any future tariff changes can be achieved through reducing the number of different tariffs charged across the Borough.
- 2.6 At the time of compiling this report the 2011 census population by town data had not been published therefore data from the 2001 census has been used for comparison purposes.

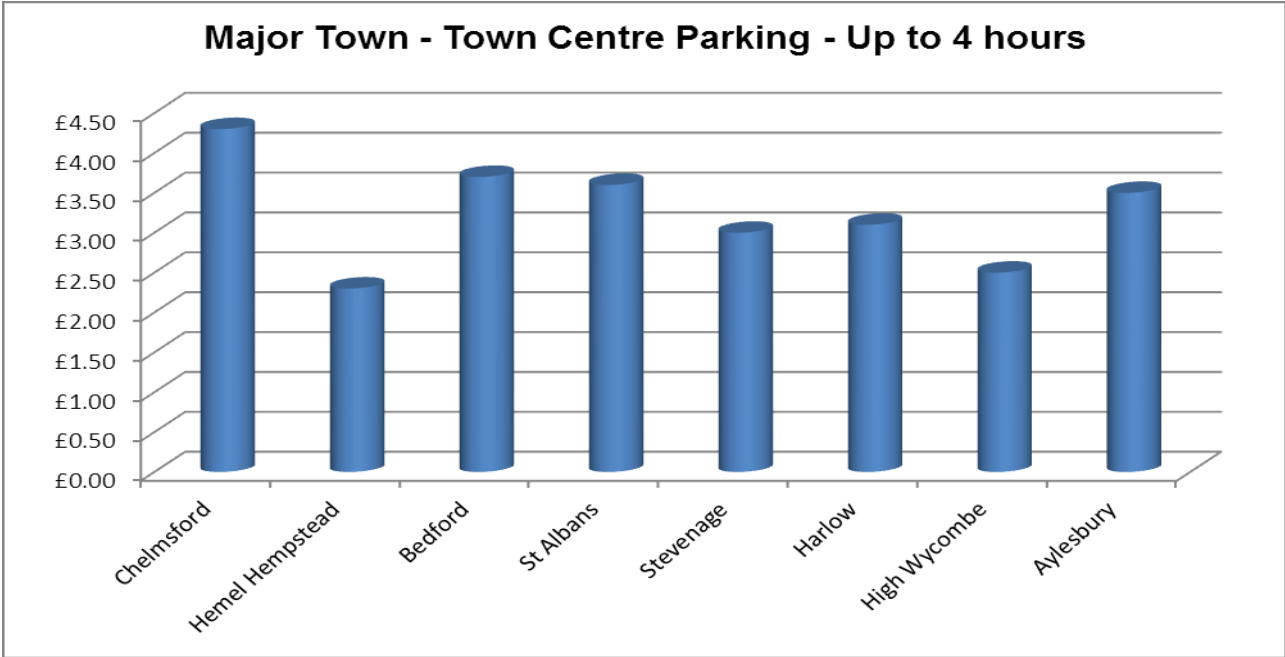
3. Off-street Parking

Comparison with Neighbouring Areas (Data collected July 2013) Population data from 2001 census

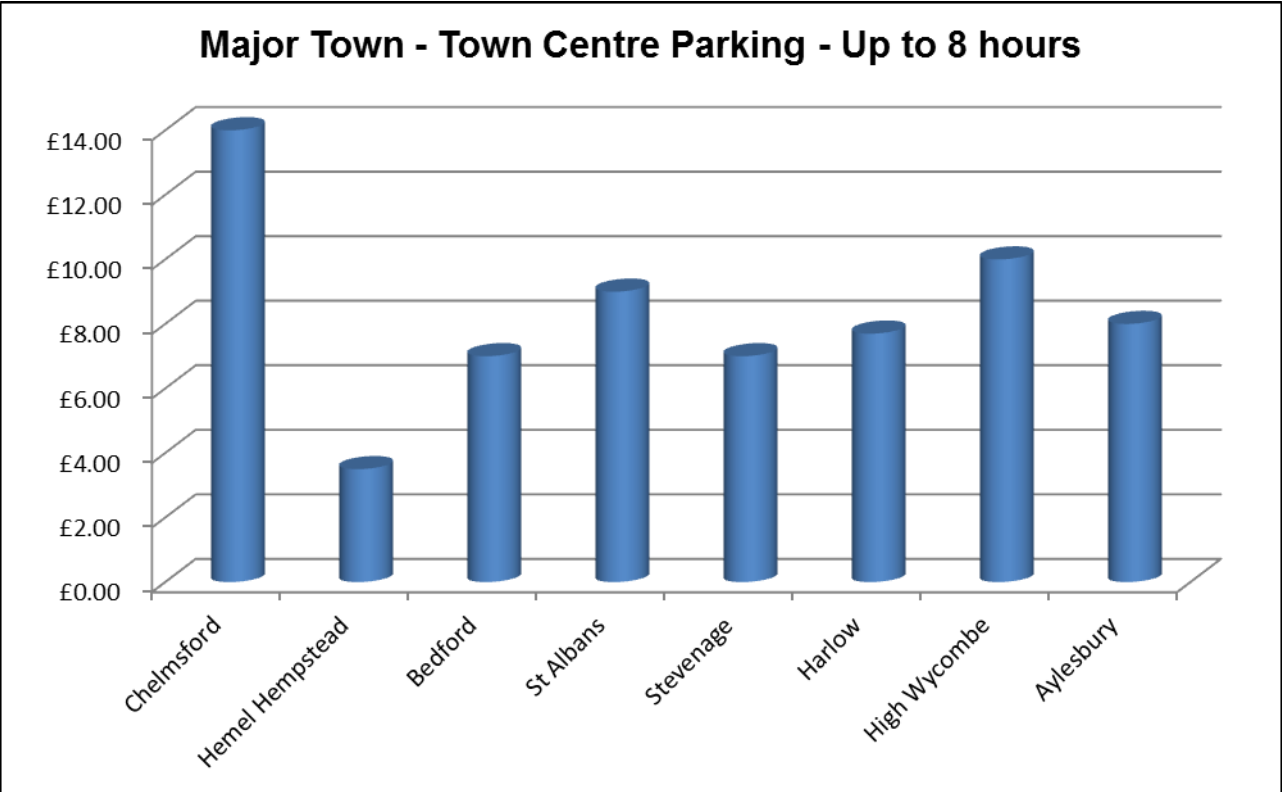
Table 3.01 Town Centre car park tariffs (population 40,000+)

| Population | Parking time (hours) → Town ↓ | up to 0.5 (30 mins) | 0.5 - 1 | 1 - 2 | 2 - 3 | 3 - 4 | 4 - 5 | 5 - 6 | 6 - 7 | 7 - 8 | 8 - 10 |
|------------|----------------------------------|------------------------|---------|-------|-------|-------|--------|--------|--------|--------|--------|
| 185,500 | Luton (PRIVATE) | £1.00 | | £1.80 | £2.50 | £4.00 | £8.00 | | | | |
| 184,500 | Milton Keynes | £1.40 | £2.80 | £4.20 | £5.60 | £7.00 | £8.40 | £9.80 | £11.20 | £14.00 | |
| 121,000 | Watford (PRIVATE) | £1.20 | £1.70 | £2.20 | £2.70 | £5.00 | £8.50 | £12.50 | £17.00 | | |
| 100,000 | Chelmsford | £1.00 | £1.80 | £2.60 | £4.30 | £7.00 | £8.00 | £10.00 | £14.00 | £18.00 | |
| 83,100 | Hemel Hempstead | £0.80 | £1.30 | £1.80 | £2.30 | £3.50 | | | | | |
| 82,500 | Bedford | £1.10 | £1.60 | £3.00 | £3.70 | £7.00 | | | | | |
| 82,400 | St Albans | £0.60 | £1.20 | £2.60 | £3.60 | | | £9.00 | | | |
| 81,500 | Stevenage | £1.50 | £1.80 | £2.80 | £3.00 | | | £7.00 | | | |
| 80,600 | Harlow | £1.60 | | £1.90 | £3.10 | £7.70 | | | | | |
| 77,200 | High Wycombe | £0.50 | £1.00 | £1.50 | £2.00 | £2.50 | £3.00 | £3.50 | £10.00 | | |
| 69,000 | Aylesbury | £0.50 | £1.00 | £2.00 | £3.50 | £5.00 | £8.00 | | | | |
| 55,300 | Cheshunt | £0.50 | £1.00 | £2.00 | £3.00 | £4.00 | | | | | |
| 50,800 | Dunstable | £0.50 | | £1.50 | £3.50 | | | £6.00 | | | |
| 47,600 | Brentwood | £0.40 | £1.30 | £2.90 | £3.60 | £4.40 | £5.30 | £10.50 | | | |
| 43,500 | Welwyn Garden City | £1.00 | £1.50 | £2.50 | £3.50 | £4.50 | £10.00 | | | | |
| 41,100 | Loughton | £0.10 | £0.65 | £1.40 | £2.80 | £9.00 | | | | | |

Graph 3.02 Town Centre car parks (population 40,000 to 100,000) short stay tariff



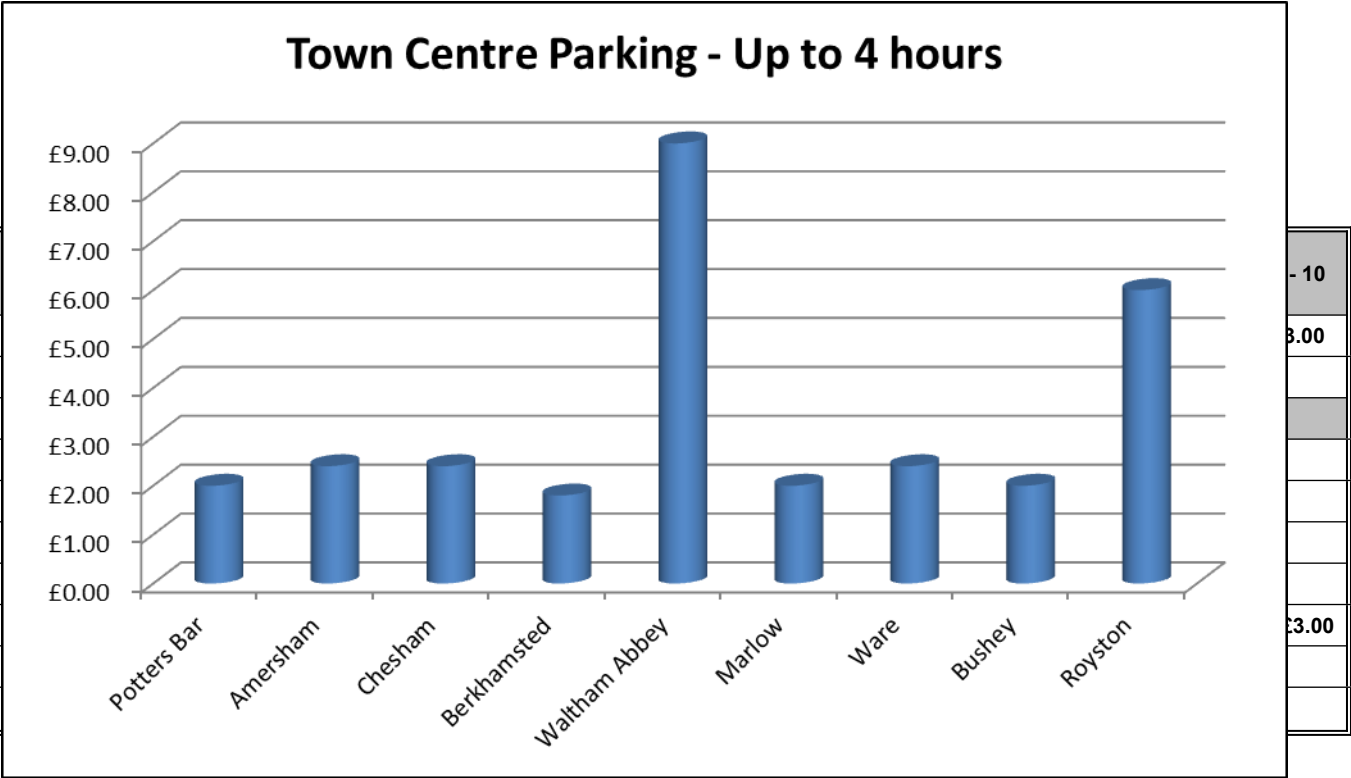
Graph 3.03 Town Centre car parks (population 40,000 to 100,000) long stay tariff



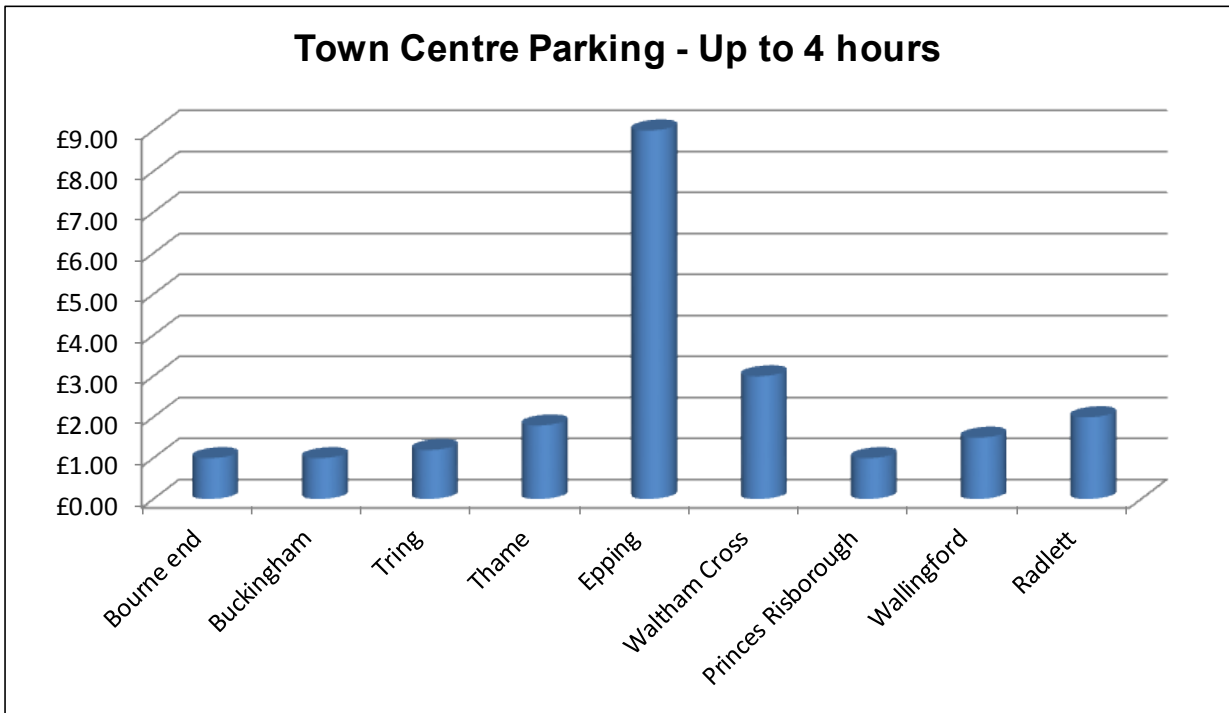
| | | | | | | |
|--------|----------------------------|-------|-------|-------|-------|-------|
| 21,500 | Amersham | £0.60 | £1.20 | £1.80 | £2.40 | £3.00 |
| 20,400 | Chesham | £0.60 | £1.20 | £1.80 | £2.40 | £3.50 |
| 18,800 | Berkhamsted | £0.50 | £1.00 | £1.40 | £1.80 | £3.30 |
| | Berkhamsted premium | £0.50 | £1.00 | £1.70 | £2.30 | |

| | | | | | | | | |
|--------|---------------|-------|-------|-------|-------|-------|-------|-------|
| 17,700 | Waltham Abbey | £0.10 | £0.65 | £1.40 | £2.80 | £9.00 | | |
| 17,500 | Marlow | £0.40 | £0.60 | £1.20 | £1.50 | £2.00 | £3.00 | £5.50 |
| 17,200 | Ware | £0.60 | | £1.20 | £1.80 | £2.40 | £3.00 | £3.50 |
| 17,000 | Bushey | £0.50 | | £1.00 | £1.50 | £2.00 | £3.00 | £5.00 |

Graph 3.05 Town Centre car parks (population 22,000 to 14,000) short stay tariffs



Graph 3.08 Town Centre car parks (population 13,000 to 8,000) short stay tariffs

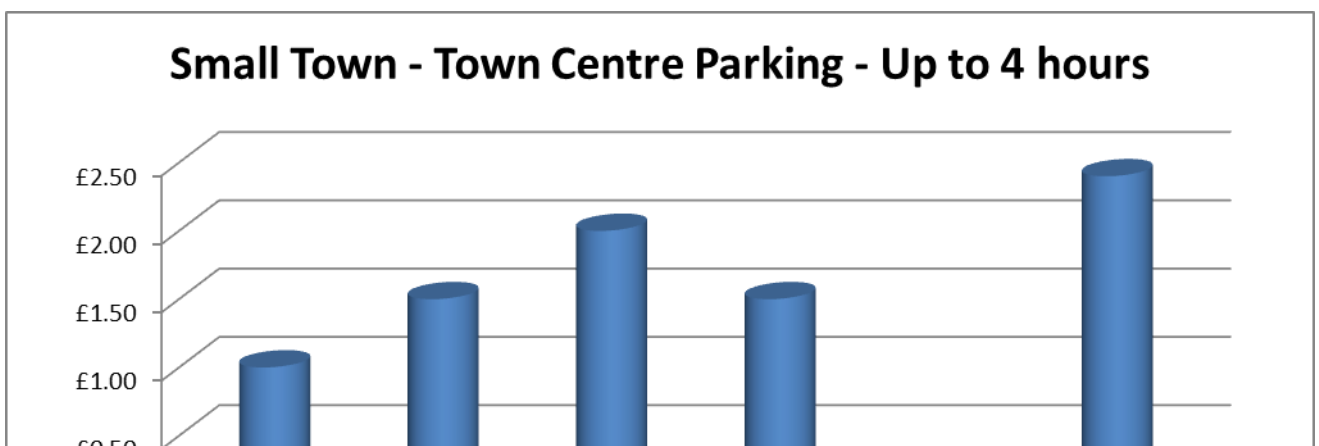


Graph 3.09 Town Centre car parks (population 13,000 to 8,000) long stay tariffs

Table 3.10 Town Centre car park tariffs (population 8,000 to 7,000)

| Population | Parking time (hours) | up to 0.5 (30 mins) | 0.5 - 1 | 1 - 2 | 2 - 3 | 3 - 4 | 4 - 5 | 5 - 6 | 6 - 7 | 7 - 8 | 8 - 10 |
|------------|-----------------------------|------------------------|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| | Town ↓ | | | | | | | | | | |
| 8,100 | Princes Risborough | £0.30 | £0.60 | £0.80 | £1.00 | £2.00 | | | £3.00 | | |
| 8,000 | Wallingford | £0.00 | | £0.80 | £1.50 | £1.80 | £2.30 | | | | |
| 8,000 | Radlett | £0.00 | | £1.00 | £1.50 | £2.00 | £3.00 | £5.00 | | | |
| 7,700 | Sawbridgeworth | £0.00 | | £0.50 | £1.00 | £1.50 | £2.00 | £3.50 | | | |
| 7,400 | Wendover | £0.00 | | £0.20 | | | | | | | |
| 7,100 | Kings Langley | £0.00 | | | | | | | | | |
| 7,100 | Great Missenden & Prestwood | £0.00 | | £1.20 | £1.80 | £2.40 | £3.50 | | | | |

Graph 3.11 Town Centre car parks (population 8,000 to 7,000) short stay tariffs



Graph 3.12 Town Centre car parks (population 8,000 to 7,000) long stay tariffs

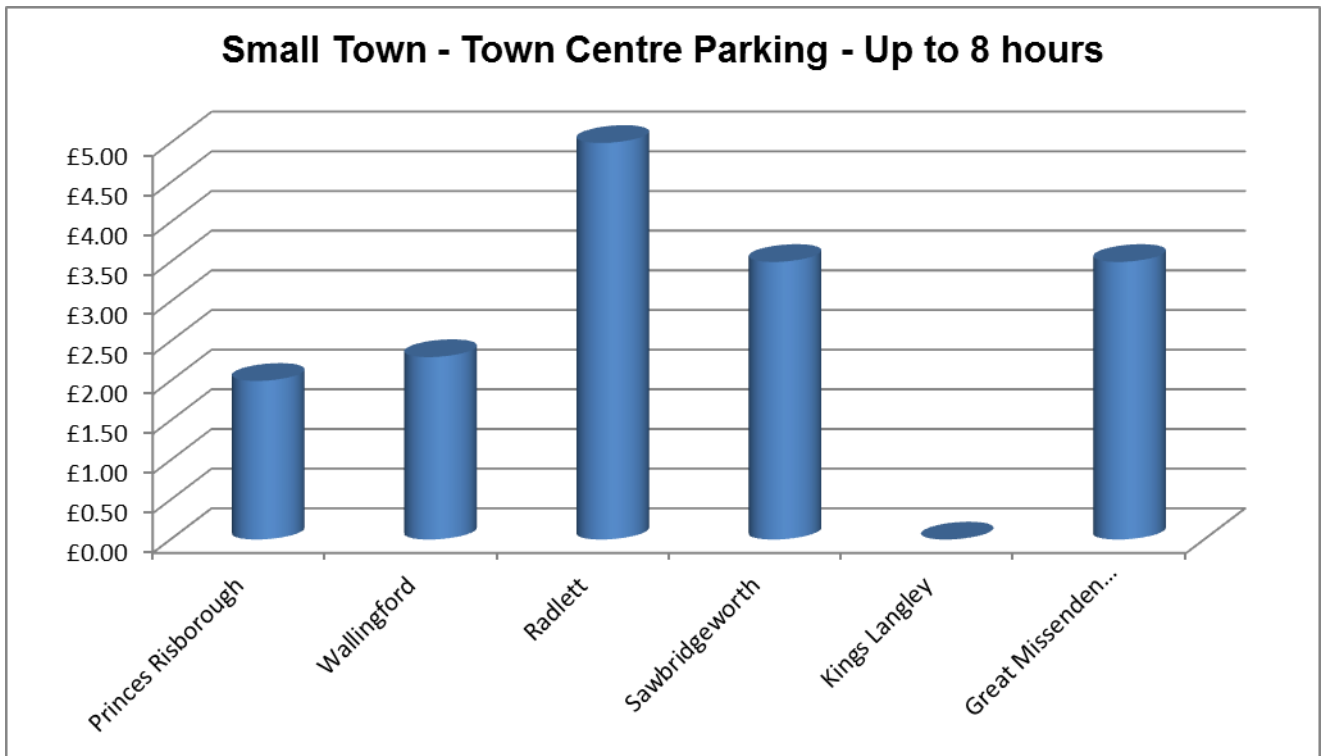


Table 3.13 Village Centre car parks (population 5,000 to 2,000) short stay tariffs

| Population | Parking time (hours) → Town ↓ | up to 0.5 (30 mins) | 0.5 - 1 | 1 - 2 | 2 - 3 | 3 - 4 | 4 - 5 | 5 - 6 | 6 - 7 | 7 - 8 | 8 - 10 |
|------------|----------------------------------|------------------------|---------|-------|-------|-------|-------|-------|-------|-------|--------|
| 4,700 | Chalfont St Giles | £0.00 | | £1.20 | £1.80 | £2.40 | £3.50 | | | | |
| 4,500 | Winslow | £0.00 | | £5.00 | £0.70 | £1.00 | £1.50 | £4.00 | | | |
| 4,000 | Goring | £0.00 | | £0.70 | £1.80 | | £3.30 | | | | |
| 2,800 | Markyate | £0.00 | | | | | | | | | |
| 2,300 | Stanstead Abbots | £0.40 | | £0.80 | £1.20 | £2.50 | | | | | |
| | Apsley | £0.10 | | £0.30 | £0.60 | £0.90 | £1.60 | | | | |
| | Boxmoor | £0.00 | | £0.40 | £0.50 | £0.60 | | | | | |

Graph 3.14 Village Centre car parks (population 5,000 to 2,000) short stay tariffs

Graph 3.15 Village Centre car parks (population 5,000 to 2,000) long stay tariffs

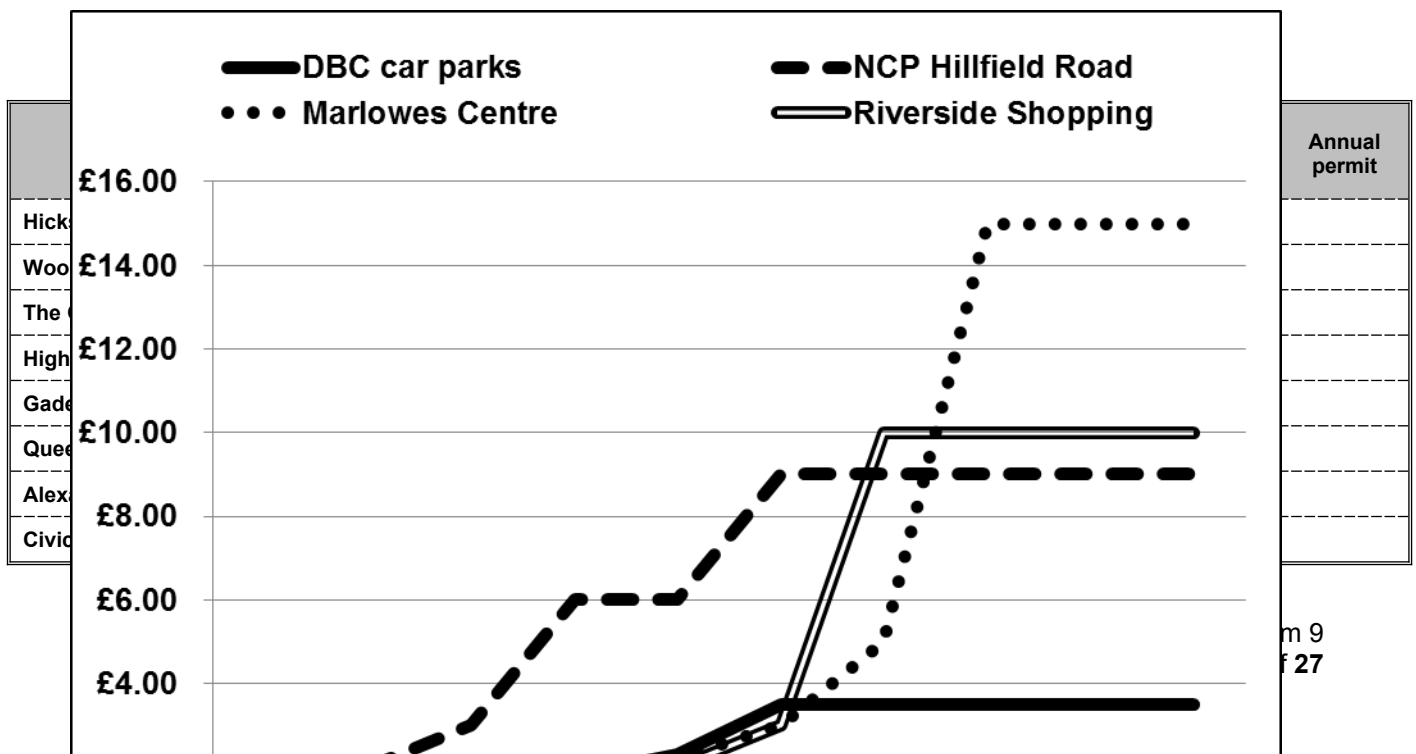
Table 3.16 Car park tariffs in Berkhamsted

| Operator | up to 30 mins | 0.5 - 1 | 1 - 2 | 2 - 3 | 3 - 4 | 4 - 5 | 5 - 6 | 6 - 7 | 7 - 8 | 8 - 10 |
|----------------------------|---------------|---------|-------|-------|--------|-------|-------|-------|-------|--------|
| Dacorum Borough (standard) | £0.50 | £1.00 | £1.40 | £1.80 | £3.30 | | | | | |
| Dacorum Borough (premium) | £0.50 | £1.00 | £1.70 | £2.30 | | | | | | |
| London Midland | £6.00 | | | | | | | | | |
| Waitrose (customers only) | £0.00 | | £1.00 | £5.00 | £25.00 | | | | | |
| Waitrose (non-customers) | £25.00 | | | | | | | | | |

Table 3.17 Town centre car park tariffs in Hemel Hempstead

| Parking time (hours) → Operator ↓ | up to 0.5 (30 mins) | 0.5 - 1 | 1 - 2 | 2 - 3 | 3 - 4 | 4 - 5 | 5 - 6 | 6 - 7 | 7 - 8 | 8 - 10 |
|--------------------------------------|---------------------|---------|-------|-------|-------|--------|--------|-------|-------|--------|
| DBC car parks | £0.80 | £1.30 | £1.80 | £2.30 | £3.50 | | | | | |
| NCP Hillfield Road | £2.00 | £3.00 | £6.00 | £6.00 | £9.00 | | | | | |
| Marlowes Centre | £1.50 | | £1.80 | £2.20 | £3.00 | £5.00 | £15.00 | | | |
| Riverside Shopping | £1.50 | | £2.00 | | £3.00 | £10.00 | | | | |

Graph 3.18 Town centre car park tariffs in Hemel Hempstead



| | | | | | | |
|----------------------------------|-------|-------|-------|-------|--------------|--------|
| Water Gardens (North) Lower deck | £0.80 | £1.30 | £1.80 | £2.30 | No Long stay | |
| Water Gardens (North) Upper deck | £0.80 | £1.30 | £1.80 | £2.30 | £3.50 | |
| Water Gardens (South) | £0.80 | £1.30 | £1.80 | £2.30 | No Long stay | |
| Moor End Road | £3.50 | | | | | |
| Park Road | £0.50 | £0.60 | £0.70 | £0.80 | £2.50 | |
| Cowper Road | Free | £0.40 | £0.50 | £0.60 | No Long stay | |
| Durrants Hill | £0.10 | £0.30 | £0.60 | £0.90 | £1.60 | |
| The Nap | Free | | | | | |
| Langley Hill | Free | | | | | |
| Water Lane | £0.50 | £1.00 | £1.70 | £2.30 | No Long stay | |
| Lower Kings Road | £0.50 | £1.00 | £1.40 | £1.80 | No Long stay | |
| Canal Fields | Free | | | | No Long stay | |
| St Johns Well Lane | £0.50 | £1.00 | £1.40 | £1.80 | £3.30 | |
| The Forge | Free | £0.70 | £0.90 | £1.20 | £1.80 | 412.00 |
| Church Yard | £1.80 | | | | | |
| Frogmore Street (East) | Free | £0.70 | £0.90 | £1.20 | No Long stay | |
| Frogmore Street (West) | £1.80 | | | | | |
| Victoria Hall | Free | £0.70 | £0.90 | £1.20 | No Long stay | |
| Old School Yard | Free | £0.70 | £0.90 | £1.20 | No Long stay | |

Table 3.20 Current car park designations

| Car park | Current designation |
|----------------------------------|----------------------------|
| Hicks Road | Any stay |
| Wood Lane End | Any stay |
| The Gables | Any stay |
| High Street | Any stay |
| Gadebridge Lane | Any stay |
| Queensway | Any stay |
| Alexandra Road | Any stay |
| Civic Centre | Any stay |
| Water Gardens (North) lower deck | Short stay maximum 4 hours |

| | |
|----------------------------------|------------------------------|
| Water Gardens (North) upper deck | Any stay |
| Water Gardens (South) | Short stay maximum 4 hours |
| Moor End Road | Long stay |
| Park Road | Any stay |
| Cowper Road | Short stay maximum 4 hours |
| Durrants Hill | Any stay |
| The Nap | Any stay |
| Langley Hill | Any stay |
| Water Lane | Short stay maximum 4 hours |
| Lower Kings Road | Short stay maximum 4 hours |
| Canal Fields | Short stay maximum 4 hours |
| St Johns Well Lane | Segregated long & short stay |
| The Forge | Any stay |
| Church Yard | Long stay |
| Frogmore Street (East) | Short stay maximum 4 hours |
| Frogmore Street (West) | Long stay |
| Victoria Hall | Short stay maximum 4 hours |
| Old School Yard | Short stay maximum 4 hours |

- 3.1 With no changes to charges, they will be overtaken by inflation and in future may require large increases to regain their current/previous value in real terms.
- 3.2 Increases in charges need not be uniform for both long and short stay. Reasons for considering a differential increase would be to promote shoppers' parking whilst seeking to encourage the use of alternative means of travel by long stay commuters.
- 3.3 For operational reasons any individual tariff requires rounding to amounts which can be accepted by pay and display machines.
- 3.4 Despite the impact of the current recession, over the next five/ten years it is to be expected that congestion in urban areas (especially at peak times) will increase and the development of alternatives to car journeys become more important. For this reason, the level of charge for long stay parking could be increased to give greater incentive to use alternative methods of travel
- 3.5 Cabinet may therefore wish to consider a policy of increasing long stay parking charges proportionately more than short stay, over a period of years, while monitoring public transport improvements.
- 3.6 Cabinet may wish to consider the effect that increased charges may have on the economy of the Borough particularly in view of the current economic climate. Keeping the present charging regime, thereby increasing or maintaining the differential in charges between Dacorum and neighbouring areas, may encourage customers to patronise businesses within the Borough. Increased charges may therefore have a deleterious effect.
- 3.7 All the options maintain the principle of not charging "Blue Badge" holders for using Borough car parks.

- 3.8 Kings Langley is the largest settlement in the Borough which still has free public parking provided by the Council. There are two major car parks in the village; The Nap and Langley Hill. Constraints on management of The Nap car park arising from the terms of the lease for the Village Community Centre makes introduction of charges at this location problematic. The Langley Hill site however is often full to capacity with drivers waiting for a parking opportunity. To discourage long stay parking, increase parking opportunities for the customers of the village's central businesses consideration could be given to change the car park to short stay with or without charging. The potential annual pay and display income is estimated to be approximately £10,000. With reference to section 2.1. Option 4 would introduce a time limit on parking in Langley Hill car park without introducing a parking charge.
- 3.9 Charges were last increased in the Borough in April 2012 when bay designation changes were introduced to simplify the parking regime in some car parks. A pay by phone service was introduced in December 2012
- 3.10 Old School Yard car park is owned by Tring Town Council. Any amendments to tariffs at this site require the agreement of Tring Town Council. Any tariff changes shown in the tables are indicative only to illustrate the impact of changes at Old School Yard in line with the option shown in the rest of the table.
- 3.11 Simplification of car park layouts. In 2003 some car parks were segregated into long and short stay bay areas on the same level which caused confusion with some drivers. This was resolved in 2012 through designating individual car parks as any stay, short stay or long stay. There is now only one site, St Johns Well Lane car park, Berkhamsted which continues operating with the segregated system. St Johns Well Lane car park is the only council site where long stay parking is allowed. The short stay area within the car park has been retained in support of the retailing businesses located close to the car park. Should proposals to introduce a multi storey facility at Lower Kings Road car park come to fruition St Johns Well Lane can be de-segregated.
- 3.12 Savings on the procurement of software for any future tariff changes can be achieved through reducing the number of different tariffs charged across the Borough.
- 3.13 Occupancy in Water Gardens (North) car park, upper deck, has fallen over the last five years. Factors including the economic climate coupled with N.C.P. offering a £2.90 "Early bird" all day ticket (all day ticket in Water Gardens car park is currently £3.50) has impacted on the volume of customers using this site. Option 8 proposes the introduction of discounted season tickets to rebuild the customer numbers and boost income from this site.
- 3.14 Currently the charging period in car parks is from 8am to 6pm. There is, in some sites, a substantial occupancy level after this time. Option 6 proposes that the charging window is extended to 8pm to increase revenue income from these assets.
- 3.15 A range of options have been prepared for consideration by Cabinet which are detailed below:
- 3.16 No changes are proposed to the following:
- Free parking in all DBC car parks for disabled drivers' badge holders
 - No introduction of overnight tariff
 - Free parking in Gadebridge Lane car park, Hemel Hempstead

- Free parking in The Nap car park and Langley Hill car park, Kings Langley
- Free parking in Hicks Road car park, Markyate
- First hour free in The Forge car park, Victoria Hall car park and Frogmore Street (East) car park, Tring
- First hour free in Cowper Road car park, Boxmoor.
- Free limited stay Parking Canal Fields, Berkhamsted.
- Sundays and public holidays remain free in Old School Yard car park, Tring
- CPZ permit charges
- CPZ visitor voucher charges

The options presented are as follows:

4. Options for Charges, Off-Street

Option 1 No change to current tariffs.

This option is not recommended as if there are no changes to charges, they will be overtaken by inflation and in future may require large increases to regain their current/previous value in real terms.

Table 4.01 No change to current tariffs.

| Car park | Up to 30 minutes | Up to 1 hour | Up to 2 hours | Up to 3 hours | Up to 4 hours | 4 to 10 hours | Annual permit |
|---------------|------------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Hicks Road | Free | | | | | | |
| Wood Lane End | £0.10 | £0.30 | £0.60 | £0.90 | £1.60 | | |

| | | | | | | |
|---|-------|-------|-------|-------|--------------|--------|
| The Gables | £0.40 | £0.50 | £0.60 | £0.70 | £1.50 | |
| High Street | £0.40 | £0.50 | £0.60 | £0.70 | £1.50 | |
| Gadebridge Lane | Free | | | | | |
| Queensway | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | |
| Alexandra Road | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | |
| Civic Centre (Weekends & public holidays) | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | |
| Water Gardens (North) Lower deck | £0.80 | £1.30 | £1.80 | £2.30 | No Long stay | |
| Water Gardens (North) Upper deck | £0.80 | £1.30 | £1.80 | £2.30 | £3.50 | |
| Water Gardens (South) | £0.80 | £1.30 | £1.80 | £2.30 | No Long stay | |
| Moor End Road | £3.50 | | | | | |
| Park Road | £0.50 | £0.60 | £0.70 | £0.80 | £2.50 | |
| Cowper Road | Free | £0.40 | £0.50 | £0.60 | No Long stay | |
| Durrants Hill | £0.10 | £0.30 | £0.60 | £0.90 | £1.60 | |
| The Nap | Free | | | | | |
| Langley Hill | Free | | | | | |
| Water Lane | £0.50 | £1.00 | £1.70 | £2.30 | No Long stay | |
| Lower Kings Road | £0.50 | £1.00 | £1.40 | £1.80 | No Long stay | |
| Canal Fields | Free | | | | No Long stay | |
| St Johns Well Lane | £0.50 | £1.00 | £1.40 | £1.80 | £3.30 | |
| The Forge | Free | £0.70 | £0.90 | £1.20 | £1.80 | 412.00 |
| Church Yard | £1.80 | | | | | |
| Frogmore Street (East) | Free | £0.70 | £0.90 | £1.20 | No Long stay | |
| Frogmore Street (West) | £1.80 | | | | | |
| Victoria Hall | Free | £0.70 | £0.90 | £1.20 | No Long stay | |
| Old School Yard | Free | £0.70 | £0.90 | £1.20 | No Long stay | |

Estimated annual increase in revenue income assuming no drop in occupancy £0
Cost of implementation £0

Option 2 Revised DBC car park tariffs

In this option car park tariffs have been revised taking into account the requirement for revenue income balanced against the local economic position

Table 4.02 Revised DBC car park tariffs

| Car park | Up to 30 minutes | Up to 1 hour | Up to 2 hours | Up to 3 hours | Up to 4 hours | 4 to 10 hours | Annual permit |
|--|------------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Hicks Road | Free | | | | | | |
| Wood Lane End | £0.10 | £0.30 | £0.60 | £0.90 | £1.60 | | |
| The Gables | £0.50 | £0.60 | £0.70 | £0.80 | £1.50 | | |
| High Street | £0.50 | £0.60 | £0.70 | £0.80 | £1.50 | | |
| Gadebridge Lane | Free | | | | | | |
| Queensway | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | | |
| Alexandra Road | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | | |
| Dacorum Way (Weekends & public holidays) | £0.60 | £0.90 | £1.20 | £1.50 | £2.50 | DBC | |
| Old Court House (Weekends & public holidays) | Free | | | | | | DBC |
| Gadeside (Weekends & public holidays) | Free | | | | | | DBC |
| Water Gardens (North) Lower deck | £0.80 | £1.30 | £2.00 | £2.50 | No Long stay | | |
| Water Gardens (North) Upper deck | £0.80 | £1.30 | £2.00 | £2.50 | £3.50 | DBC | |
| Water Gardens (South) | £0.40 | £0.80 | £1.30 | £2.00 | £2.50 | No Long stay | |
| Moor End Road | £4.00 | | | | | | |
| Park Road | £0.60 | £0.70 | £0.80 | £0.90 | £2.50 | | |
| Cowper Road | Free | £0.40 | £0.50 | £0.60 | No Long stay | | |
| Durrants Hill | £0.10 | £0.30 | £0.60 | £0.90 | £1.60 | | |
| The Nap | Free | | | | | | |
| Langley Hill | Free | | | | | | |
| Water Lane | £0.60 | £1.20 | £1.90 | £2.50 | No Long stay | | |
| Lower Kings Road | £0.60 | £1.20 | £1.90 | £2.50 | No Long stay | | |
| Canal Fields | Free | | | | | No Long stay | |
| St Johns Well Lane | £0.60 | £1.20 | £1.90 | £2.50 | £3.50 | | |
| The Forge | Free | £0.90 | £1.10 | £1.40 | £2.00 | £416.00 | |
| Church Yard | £2.00 | | | | | | |
| Frogmore Street (East) | Free | £0.90 | £1.10 | £1.40 | No Long stay | | |
| Frogmore Street (West) | £2.00 | | | | | | |
| Victoria Hall | Free | £0.90 | £1.10 | £1.40 | No Long stay | | |
| Old School Yard | Free | £0.90 | £1.10 | £1.40 | No Long stay | | |

Estimated annual increase in revenue income assuming no drop in occupancy £ 70,000
Estimated cost of implementation £13,000

This option is recommended with the objective of maintaining the value of revenue income balanced against the local economic position.

Option 3 Introduction of 30 minute tariff in Water Gardens (South) car park

Water Gardens (South) car park is a surface site close to the central Marlowes retail shops area. Currently there is a £0.80 cost to park for up to one hour. Introducing a 30 minute tariff will allow customers that wish to “pop into town” for one or two items the opportunity to do so and park at a reduced price. It is anticipated that this option will be cost neutral after implementation, the loss in revenue due to the lower price being offset by increased turnover.

This option is recommended with the objective of increasing footfall into the town centre in support of the town businesses.

Option 4 Introduction of four hour maximum stay in Langley Hill car park

The Langley Hill site is often full to capacity with drivers waiting for a parking opportunity. To discourage long stay parking, increase parking opportunities for the customers of the village’s central businesses and the local doctors’ surgery consideration could be given to change the car park to short stay without charging. With reference to section 2.1, option 4 would introduce a four hour maximum stay time limit on parking in Langley Hill car park without introducing a parking charge.

Table 4.03 Introduction of 4 hour maximum stay in Langley Hill car park

| Car park | Proposed designation |
|----------------------------------|-----------------------------------|
| Hicks Road | Any stay |
| Wood Lane End | Any stay |
| The Gables | Any stay |
| High Street | Any stay |
| Gadebridge Lane | Any stay |
| Queensway | Any stay |
| Alexandra Road | Any stay |
| Civic Centre | Any stay |
| Water Gardens (North) lower deck | Short stay maximum 4 hours |
| Water Gardens (North) upper deck | Any stay |
| Water Gardens (South) | Short stay maximum 4 hours |
| Moor End Road | Long stay |
| Park Road | Any stay |
| Cowper Road | Short stay maximum 4 hours |
| Durrants Hill | Any stay |
| The Nap | Any stay |
| Langley Hill | Short stay maximum 4 hours |
| Water Lane | Short stay maximum 4 hours |
| Lower Kings Road | Short stay maximum 4 hours |
| Canal Fields | Short stay maximum 4 hours |
| St Johns Well Lane | Segregated long & short stay |
| The Forge | Any stay |
| Church Yard | Long stay |
| Frogmore Street (East) | Short stay maximum 4 hours |
| Frogmore Street (West) | Long stay |
| Victoria Hall | Short stay maximum 4 hours |
| Old School Yard | Short stay maximum 4 hours |

This option is recommended with the objective of increasing footfall into the town centre in support of the village businesses and to provide additional parking opportunities for customers visiting the local healthcare facilities.

Option 5 Closure of Civic Centre car park and introduction of new sites

The Council’s move from the current Civic Centre to other locations will make the “Civic Centre” car park name superfluous and possibly confusing to customers. This option proposes to change the name of the car park to “Dacorum Way”.

Concurrently it is proposed to introduce a Traffic Regulation Order to cover the

council owned areas both sides of Dacorum Way to the south of the Civic Centre and to the area both sides of the road to the south of the council building known as Unit B. These car parks are proposed to be named “Old Court House car park” and “Gadeside car park” and are proposed to be designated as shown in table 4.02.

Implementation cost are proposed to be met as part of the Council’s move from Civic Centre

This option is recommended with the objective of supporting the process of relocation.

Option 6 Issue of permits for weekday parking in specified sites at the discretion of the council.

The criteria for the issue, withdrawal, control processes, price, etc of permits to be decided by Members.

Civil Enforcement Officers (parking) would be able to enforce the permits subject to the contents of and the display position of permit being described within the Off-street Traffic Regulation Order. Users of permits would be subject to the prevailing terms, conditions and bylaws applicable to all users of DBC car parks. Although the Parking Service can enforce the permits, the service does not have access to the required data to control the issue of these permits.

Valid car parks:

1. Water Gardens (North) – Upper deck
2. Proposed Dacorum Way – Current Civic Centre adjacent to the Health Centre (subject to no existing agreement with Health Centre)
3. Proposed Old Court House – Current police parking area and under court building canopy
4. Proposed Gadeside – current east & west section of Dacorum Way near unit B

Operational times:

Water Gardens (North) – Upper deck

Charges apply Monday to Sunday 8.00am to 6.00pm
DBC permits Monday to Friday 8.00am to 6.00pm
Free to use at other times

Proposed Dacorum Way (southern open air section of current Civic Centre car park)

Charges apply Weekends and public holidays 8.00am to 6.00pm
DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

Proposed Old Court House

DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

Proposed Gadeside

DBC permits only Monday to Friday 8.00 am to 6.00pm
Free to use at other times

This option is recommended with the objective of supporting the process of relocation.

Option 7 Extension of charging hours to 8pm

Car park occupancy remains high in some car parks after 6pm. This option proposes that the hours of charging are extended from 8am – 6pm to 8am - 8pm.

Should an average of 50 vehicles per evening purchase a two hour ticket in Hemel Hempstead the additional annual revenue income is estimated at approximately £22,000 (inc. VAT).

Should an average of 50 vehicles per evening purchase a two hour ticket in Berkhamsted the additional annual revenue income is estimated at approximately £16,000 (inc. VAT)

For consistency should this option be considered it is suggested that it would apply to all car parks that charge for parking.

Estimated annual increase in revenue income assuming no drop in occupancy £28,500

Estimated cost of implementation £20,680

Estimated time to recover implementation costs 46 weeks

This option is not recommended as it may be detrimental to the evening economy in some communities.

Option 8 Introduction of season tickets – Water Gardens (North) upper deck

Water Gardens (North) upper deck long stay car park, Hemel Hempstead has experienced a drop in occupancy. Factors that could have attributed to this include the current economic climate and competition from the privately operated car park in Hillfield Road, Hemel Hempstead which offers an “early bird” all day ticket for customers arriving before 8:30am at £2.90 (DBC price currently £3.50) This option proposes introducing season tickets (as are currently available in The Forge car park, Tring) for use in Water Gardens (North) upper deck car park to offer an improved service to our customers, encourage the use of this car park and to increase revenue income.

Consideration may be given to deferring this option or limiting availability as it is currently not known how the occupancy level will be affected by option 7

Table 4.05 Season tickets (based on 260 day year) – Option 8

| Site | Daily tariff | 52 weeks x 5 days = 260 days | Annual charge at 20% discount | Equivalent daily tariff |
|----------------------------------|--------------|---------------------------------|----------------------------------|----------------------------|
| Water Gardens (North) upper deck | £3.50 | £910.00 | £728.00 | £2.80 |
| The Forge | £2.00 | £520.00 | £416.00 | £1.60 |

Estimated annual increase in revenue income assuming no drop in occupancy £9,700

Estimated cost of implementation £6,000

This option is not recommended as the effect on occupancy levels relating to option 6 cannot be established until in operation.

Due to the volatile nature of parking Members should view the projected additional income levels with a degree of caution.

5 Residents’ Parking Schemes (Controlled Parking Zones)

Table 5.01 Residents parking schemes – permit cost comparison

Annual resident permit charge (Data collected July 2013 – Local Authority web sites)

| Town | Individual charge | | | Town | Cumulative charge | | |
|--------------------|-------------------|---------|---------|--------------------|-------------------|------------|------------|
| | 1st | 2nd | 3rd | | 1 vehicle | 2 vehicles | 3 vehicles |
| Abbots Langley | £50.00 | £100.00 | | Abbots Langley | £50.00 | £150.00 | |
| Aylesbury | £55.00 | £70.00 | £70.00 | Aylesbury | £55.00 | £125.00 | £195.00 |
| Baldock | £84.00 | | | Baldock | £84.00 | | |
| Basildon | £26.00 | £26.00 | £26.00 | Basildon | £26.00 | £52.00 | £78.00 |
| Bedford | £25.00 | £73.00 | £94.00 | Bedford | £25.00 | £98.00 | £192.00 |
| Bedmond | £50.00 | | | Bedmond | £50.00 | | |
| Biggleswade | £10.00 | £70.00 | £90.00 | Biggleswade | £10.00 | £80.00 | £170.00 |
| Bishops Stortford | £36.00 | £72.00 | | Bishops Stortford | £36.00 | £108.00 | |
| Borehamwood | £15.00 | £30.00 | £60.00 | Borehamwood | £15.00 | £45.00 | £105.00 |
| Braintree | £55.00 | £70.00 | £70.00 | Braintree | £55.00 | £125.00 | £195.00 |
| Brentwood | £34.00 | £34.00 | | Brentwood | £34.00 | £68.00 | |
| Bushey | £15.00 | £30.00 | £60.00 | Bushey | £15.00 | £45.00 | £105.00 |
| Chelmsford | £23.00 | £23.00 | | Chelmsford | £23.00 | £46.00 | |
| Chorleywood | £44.00 | £44.00 | | Chorleywood | £44.00 | £88.00 | |
| Colchester | £55.00 | £70.00 | £70.00 | Colchester | £55.00 | £125.00 | £195.00 |
| Croxley Green | £50.00 | £100.00 | | Croxley Green | £50.00 | £150.00 | |
| Dunstable | £10.00 | £70.00 | £90.00 | Dunstable | £10.00 | £80.00 | £170.00 |
| Flitwick | £10.00 | £70.00 | £90.00 | Flitwick | £10.00 | £80.00 | £170.00 |
| Great Missenden | £55.00 | £70.00 | £70.00 | Great Missenden | £55.00 | £125.00 | £195.00 |
| Harlow | £55.00 | £70.00 | £70.00 | Harlow | £55.00 | £125.00 | £195.00 |
| Hemel Hempstead | £25.00 | £40.00 | £40.00 | Hemel Hempstead | £25.00 | £65.00 | £105.00 |
| Hertford | £36.00 | £72.00 | | Hertford | £36.00 | £108.00 | |
| High Wycombe | £55.00 | £70.00 | £70.00 | High Wycombe | £55.00 | £125.00 | £195.00 |
| Hitchin | £84.00 | £84.00 | £84.00 | Hitchin | £84.00 | £168.00 | £252.00 |
| Milton Keynes | £0.00 | £0.00 | | Milton Keynes | £0.00 | £0.00 | |
| Leighton Linlade | £10.00 | £70.00 | £90.00 | Leighton Linlade | £10.00 | £80.00 | £170.00 |
| Letchworth | £84.00 | £84.00 | £84.00 | Letchworth | £84.00 | £168.00 | £252.00 |
| Luton | £48.00 | £48.00 | £48.00 | Luton | £48.00 | £96.00 | £144.00 |
| Maldon | £53.70 | £53.70 | | Maldon | £53.70 | £107.40 | |
| Old Hatfield | £25.00 | £40.00 | £60.00 | Old Hatfield | £25.00 | £65.00 | £125.00 |
| Potters Bar | £15.00 | £30.00 | £60.00 | Potters Bar | £15.00 | £45.00 | £105.00 |
| Radlett | £15.00 | £30.00 | £60.00 | Radlett | £15.00 | £45.00 | £105.00 |
| Rickmansworth | £50.00 | £100.00 | | Rickmansworth | £50.00 | £150.00 | |
| Royston | £84.00 | £84.00 | £84.00 | Royston | £84.00 | £168.00 | £252.00 |
| St Albans | £38.00 | £132.00 | £288.00 | St Albans | £38.00 | £170.00 | £458.00 |
| Tring | £25.00 | £40.00 | £40.00 | Tring | £25.00 | £65.00 | £105.00 |
| Ware | £36.00 | £72.00 | | Ware | £36.00 | £108.00 | |
| Watford | £22.00 | £52.00 | | Watford | £22.00 | £74.00 | |
| Welwyn Garden City | £25.00 | £40.00 | £60.00 | Welwyn Garden City | £25.00 | £65.00 | £125.00 |

Chart 5.02 Residents parking schemes – permit cost comparison

5.01 The cost of a first permit in districts around Dacorum ranges from £0.00 to £84.00, the mean average of the first permit price for the places from where data was collected and charges were made was £38.15; the current charge in Dacorum is £25.00. The cost of second permits in districts around Dacorum ranges from £0.00 to £132.00, the mean

average of the second permit price from the places from where data was collected and charges were made was £57.27; the current charge in Dacorum is £40.00.

It is anticipated that a system whereby customers who have access to the internet can purchase “virtual” permits on-line will be introduced within this or next financial year offsetting the increased cost of providing paper permits.

Charges for residents permits have not increased since the first schemes were introduced in 2003.

- 5.02 Increasing permit charges will not generate significant extra income unless the charges are increased substantially. Table 5.03 shows the potential revenue stream that could be generated from resident permit sales at different levels.
No options for further charge increases are included in this report.

**Table 5.03 Residents annual permits
Estimated additional annual income should increased permit charges be considered in the future**

| Residents permit options | % change | Estimated increase in annual income if no reduction in applications |
|---|-----------|---|
| Resident’s permits, no change. | 0% | £0 |
| Resident’s permits 1 st car £30, 2 nd & 3 rd £50 | 20% & 25% | £4,470 |
| Resident’s permits 1 st car £40, 2 nd & 3 rd £60 | 60% & 67% | £13,400 |
| Resident’s permits 1 st car £50, 2 nd & 3 rd £80 | 100% | £44,600 |

- 5.03 Similarly, increases in charges for visitors’ vouchers and weekly permits will not realise significant increases in income unless large percentage increase in charges are applied. Charges for visitor vouchers were increased in 2012 to cover the increased costs from suppliers.

No options for charge increases to permit charges are included in this report as any small to medium percentage increases will not have any significant effect on income and would increase the financial burden on residents within the Controlled Parking Zones.

- 5.04 Currently all visitor voucher availability is the same in all Controlled Parking Zones irrespective of the amount of hours of enforcement. This can result in residents in zones with longer enforcement hours having to ration their allocation while those in zones with shorter enforcement hours can purchase vouchers in excess of their requirements. Consideration may be given to a system of allocation that would reflect the enforcement hours of the zones. Options 9 and 10.

Table 5.04 Residents annual permits

Current amount of hours that can be purchased by a (standard) CPZ resident = 600 hours annually (all zones)

| | Zone | | Days | | Time | Daily | Weekly | Annual | Vouchers | Voucher allowance per enforcement hour |
|-------------|------|---------------|-----------|---|--------------|-------|--------|--------|----------|--|
| | | | | | | Hours | | | | |
| Proposed | A | Apsley | Mon - Sun | 7 | 10am - 10 pm | 12 | 84 | 4368 | 600 | 0.14 |
| Operational | B | Beaumayes | Mon - Fri | 5 | 8am - 6pm | 10 | 50 | 2600 | 600 | 0.23 |
| Operational | C | Cotterells | Mon - Sun | 7 | 8am - 8pm | 12 | 84 | 4368 | 600 | 0.14 |
| Operational | H | Hospital | Mon - Sat | 6 | 8am - 8pm | 12 | 72 | 3744 | 600 | 0.16 |
| Operational | K | Kodak | Mon - Sun | 7 | 8am - 10pm | 14 | 98 | 5096 | 600 | 0.12 |
| Operational | R | Roughdown | Mon - Fri | 5 | 8am - 6pm | 10 | 50 | 2600 | 600 | 0.23 |
| Operational | S | Corner Hall | Mon - Sat | 6 | 8am - 6pm | 10 | 60 | 3120 | 600 | 0.19 |
| Operational | TS | Tring Station | Mon - Sun | 7 | 8am - 6pm | 10 | 70 | 3640 | 600 | 0.16 |
| Proposed | X | Boxmoor | Mon - Fri | 5 | 9am - 10am | 2 | 10 | 520 | 600 | 1.15 |

Table 5.05 Charged shared use bay tariffs

| Location | Zone | No. of spaces | Please refer to information sign for days and times | | | |
|---|------|---------------|---|--------------|--------------|--------------|
| | | | Up to 1 hour | 1 to 2 hours | 2 to 3 hours | 3 to 4 hours |
| Alexandra Road (shared use bay, east side near Congregational Church) | H | 11 | £0.50 | £1.00 | £2.00 | £4.00 |
| Cemetery Hill (shared use bay, north side opposite South Hill Church) | C | 17 | £0.50 | £1.00 | £2.00 | £4.00 |
| St Johns Road (shared use bays in cul-de-sac) | K | 9 | £0.50 | £1.00 | £2.00 | £4.00 |
| Cotterells (shared use, east side alongside Gadebridge Point apartments) | K | 6 | £0.50 | £1.00 | £2.00 | £4.00 |
| Cotterells (shared use bay, west side adjacent to school playing field) | K | 10 | £0.50 | £1.00 | £2.00 | £4.00 |

5.05 The tariff for parking in chargeable shared use bays was equalised across all Controlled Parking Zones in 2013. The pricing structure is designed to discourage longer stay parking which is more suited to car parks but allow value short term parking for users of local businesses and other facilities.

No options for increases to on-street shared use bay tariffs are included in this report as recent changes resulted in a significant increase in the cost for parking in some areas.

**6 Residents' Parking Schemes (CPZ, Controlled Parking Zones)
Options for change**

Options 9 & 10 Change in allocation of visitor vouchers

Currently all visitor voucher availability is the same in all Controlled Parking Zones irrespective of the amount of hours of enforcement. This can result in residents in zones with longer enforcement hours having to ration their allocation while those in zones with shorter enforcement hours can purchase vouchers in excess of their requirements. Options 9 and 10 offer alternatives that would make visitor voucher availability more equitable based on the enforcement hours of each zone. Option 9 would not reduce the current visitor voucher allocation in any existing zone (Table 6.01)
Option 10 would reduce the current visitor voucher allocation in some existing zones (Table 6.02)

Table 6.01 No reduction in existing zones – Option 9

| Zone | | | Days | | Time | Daily | Weekly | Annual | Vouchers | Voucher allowance per enforcement hour |
|-------------|----|---------------|-----------|---|-------------------------|-------|--------|--------|----------|--|
| | | | | | | Hours | | | | |
| Proposed | A | Apsley | Mon - Sun | 7 | 10am - 10 pm | 12 | 84 | 4368 | 800 | 0.18 |
| Operational | B | Beaumayes | Mon - Fri | 5 | 8am - 6pm | 10 | 50 | 2600 | 600 | 0.23 |
| Operational | C | Cotterells | Mon - Sun | 7 | 8am - 8pm | 12 | 84 | 4368 | 700 | 0.16 |
| Operational | H | Hospital | Mon - Sat | 6 | 8am - 8pm | 12 | 72 | 3744 | 600 | 0.16 |
| Operational | K | Kodak | Mon - Sun | 7 | 8am - 10pm | 14 | 98 | 5096 | 800 | 0.16 |
| Operational | R | Roughdown | Mon - Fri | 5 | 8am - 6pm | 10 | 50 | 2600 | 600 | 0.23 |
| Operational | S | Corner Hall | Mon - Sat | 6 | 8am - 6pm | 10 | 60 | 3120 | 600 | 0.19 |
| Operational | TS | Tring Station | Mon - Sun | 7 | 8am - 6pm | 10 | 70 | 3640 | 600 | 0.16 |
| Proposed | X | Boxmoor | Mon - Fri | 5 | 9am - 10am 2pm - 3pm | 2 | 10 | 520 | 100 | 0.19 |

Option 10 Change in allocation of visitor vouchers

Table 6.02 Reduction of allocation in some existing zones

| Zone | | | Days | | Time | Daily | Weekly | Annual | Vouchers | Voucher allowance per enforcement hour |
|----------|---|--------|-----------|------|--------------|-------|--------|--------|----------|--|
| | | | | | | Hours | | | | |
| Proposed | A | Apsley | Mon - Sun | 7.00 | 10am - 10 pm | 12 | 84 | 4368 | 800 | 0.18 |

| | | | | | | | | | | |
|-------------|----|---------------|-----------|------|-------------------------|----|----|------|-----|------|
| Operational | B | Beaumayes | Mon - Fri | 5.00 | 8am - 6pm | 10 | 50 | 2600 | 500 | 0.19 |
| Operational | C | Cotterells | Mon - Sun | 7.00 | 8am - 8pm | 12 | 84 | 4368 | 700 | 0.16 |
| Operational | H | Hospital | Mon - Sat | 6.00 | 8am - 8pm | 12 | 72 | 3744 | 600 | 0.16 |
| Operational | K | Kodak | Mon - Sun | 7.00 | 8am - 10pm | 14 | 98 | 5096 | 800 | 0.16 |
| Operational | R | Roughdown | Mon - Fri | 5.00 | 8am - 6pm | 10 | 50 | 2600 | 500 | 0.19 |
| Operational | S | Corner Hall | Mon - Sat | 6.00 | 8am - 6pm | 10 | 60 | 3120 | 600 | 0.19 |
| Operational | TS | Tring Station | Mon - Sun | 7.00 | 8am - 6pm | 10 | 70 | 3640 | 600 | 0.16 |
| Proposed | X | Boxmoor | Mon - Fri | 5.00 | 9am - 10am 2pm - 3pm | 2 | 10 | 520 | 100 | 0.19 |

If option 9 or 10 is selected, to save costs, the change in visitor voucher allocation can be made effective at the same time as the proposed A or X zone is introduced if one of them is introduced.

Option 9 is recommended over option 10 with the objective of providing customers with an appropriate allocation of visitor vouchers based on zone enforcement hours without reducing the allocation to customers in existing zones.

7 On Street parking

Table 7.01 Current on-street parking tariffs – Hemel Hempstead

| Hemel Hempstead location | No. of spaces | Parking charge between 8.00am and 6.00pm | | | | | |
|---|---------------|--|------------------|--------------|--------------|--------------|--------------|
| | | Up to 15 minutes | 15 to 30 minutes | Up to 1 hour | 1 to 2 hours | 2 to 3 hours | 3 to 4 hours |
| Waterhouse Street (certain lengths between Bank Court and bus station) | 20 | £0.25 | £0.50 | N/A | N/A | N/A | N/A |

Table 7.02 Current on-street parking tariffs – Berkhamsted

| Berkhamsted location | No. of spaces | Parking charge between 8.00am and 6.00pm | | | | |
|--|---------------|--|------------------|------------------|------------------|------------------|
| | | Up to 12 minutes | 12 to 24 minutes | 24 to 36 minutes | 36 to 48 minutes | 48 to 60 minutes |
| High Street (20 MPH zone – Maximum stay one hour) | 48 | £0.10 | £0.20 | £0.30 | £0.40 | £0.50 |

7.01 The current on-street pay and display parking charges have remained the same since 2003

7.02 Sunday charges do not apply to on-street pay and display parking outside the Controlled Parking Zones. Sunday charging in car parks was introduced in January 2010.

7.03 In some areas the tariff to park on-street is less than to use off-street car parks.

8 On Street parking, options for change

Option 11 Variation in on-street pay and display parking charges

The current on-street pay and display parking charges have remained the same since 2003. In order to encourage drivers to choose to use the off-street car parks, on-street parking tariffs must be higher than those charged in car parks. This option takes on-street charges above those charged in car parks while offering value for very short stay parking.

Table 8.01 Variation in on-street pay and display parking charges Hemel Hempstead

| Hemel Hempstead location | No. of spaces | Parking charge between 8.00am and 6.00pm | | | | | |
|--|---------------|--|------------------|--------------|--------------|--------------|--------------|
| | | Up to 15 minutes | 15 to 30 minutes | Up to 1 hour | 1 to 2 hours | 2 to 3 hours | 3 to 4 hours |
| Waterhouse Street (certain lengths between Bank Court and bus station) | 20 | £0.50 | £1.00 | N/A | N/A | N/A | N/A |

Table 8.02 Variation in on-street pay and display parking charges Berkhamsted

| Berkhamsted location | No. of spaces | Parking charge between 8.00am and 6.00pm | | | | |
|---|---------------|--|------------------|------------------|------------------|------------------|
| | | Up to 12 minutes | 12 to 24 minutes | 24 to 36 minutes | 36 to 48 minutes | 48 to 60 minutes |
| High Street (20 MPH zone – Maximum stay one hour) | 48 | £0.20 | £0.40 | £0.60 | £0.80 | £1.00 |

Estimated annual increase in revenue income assuming no drop in occupancy £40,000
Estimated cost of implementation £ 14,000

This option is recommended with the objective of encouraging customers to use off-street parking facilities for longer stays so generating more parking opportunities for short stay parking through increasing on-street charges to above those charged for long stay parking in car parks.

Option 12 Introduction of additional on-street pay and display parking

8.03 There is the potential for introducing on street parking charges in the following areas:

- Hemel Hempstead, Marlowes between Midland Road and Queensway.
- Kings Langley, High Street
- Apsley, London Road

Estimated revenue Table 8.03
Estimated installation cost: Table 8.04

Table 8.03 Estimated income from option 12

| Location | Estimated income |
|----------|------------------|
|----------|------------------|

| | |
|--|---------|
| Introduction of on-street charging - Marlowes (North), Hemel Hempstead | £7,600 |
| Introduction of on-street charging – High Street, Kings Langley | £8,300 |
| Introduction of on-street charging – London Road, Apsley | £10,000 |

Table 8.04 Estimated costs to introduce option 11

| Location | Estimated installation cost |
|--|-----------------------------|
| Introduction of on-street charging - Marlowes (North), Hemel Hempstead | £18,800 |
| Introduction of on-street charging – High Street, Kings Langley | £29,200 |
| Introduction of on-street charging – London Road, Apsley | £22,300 |

This option is not recommended as the estimated income does not warrant the costs to introduce the option.

9 Penalty Charge Notices

9.01 Levels of compliance have increased which is the desired result of effective enforcement and keeps the roads in Dacorum moving and safer for everyone. It should be noted however that this has resulted in a reduction in revenue which has been compounded by the change to two bands of Penalty Charge Notice introduced by The Traffic Management Act 2004 part 6 (T.M.A.) in April 2008, lower penalty £50, higher penalty £70. Prior to T.M.A. all penalty charge notices attracted the same level of charge, £60.

Table – 9.01- Penalty charge notice issues have fallen due to increased compliance.

| Penalty Charge Notices | | | | | | | | |
|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Year | 2005 2006 | 2006 2007 | 2007 2008 | 2008 2009 | 2009 2010 | 2010 2011 | 2011 2012 | 2012 2013 |
| Valid PCNs | 20605 | 19724 | 19072 | 17960 | 16183 | 14137 | 16844 | 14387 |
| % Change on 2005/06 | | -4.3 | -7.4 | -12.8 | -21.5 | -31.4 | -18.3 | -30.2 |
| % Change on previous year | | -4.3 | -3.3 | -5.8 | -9.9 | -12.6 | 19.1 | -14.6 |

10 Pay and display machines.

10.01 The stock of pay and display machines across the estate are basic offering very little data on occupancy levels, peak demand, machine faults, etc. most are over ten years old, they have, however, proved to be reliable and relatively straightforward to service and repair.

The machines will require replacement in the medium term and it has been suggested that improved data availability would enhance the capability to manage the car parks more efficiently therefore more sophisticated machines offering real-time information should be procured. Modern machines can also improve our customers' experience through providing additional methods of payment such as debit and credit card.

Option 13 Replacement of pay and display machine to be included within the tender for the next parking management contract.

The current parking management contract is due to terminate in 2018. Option 13 would include the replacement of our current machines within the negotiations for renewal.

This option is recommended with the objective of improving our customers' parking experience, improving data collection and spreading the cost of replacing the existing stock across the life of a contract.

11 Parking Management Contract

11.01 Under previously agreed arrangements, Dacorum "buys in" its parking management services from Watford Borough Council who tender the service on behalf of three partnering Authorities; Watford, Dacorum and Three Rivers.

11.02 Due to expiry of the existing contract, Watford re-tendered the service on behalf of the three Authorities and in consultation with Dacorum and Three Rivers, awarded the contract to VinciPark. The new contract commenced in February 2008. The contract itself is based on the model contract produced by the British Parking Association and reflects current best practice in the industry

12 Continuous improvement

12.01 Between 2008 and 2010 seven of our car parks achieved ParkMark status, Since then a further ten have been given this prestigious award. The Borough now has 17 car parks with ParkMark accreditation. If the infrastructure of car parks is not maintained to a good standard it may not be possible to maintain or increase the number of sites. Inclusion of refurbishment sites in the capital programme going forward will help address this issue.

Table 11.01 Refurbished sites

| Car park | Refurbishment |
|------------------------|----------------------|
| High Street | ✓ |
| Queensway | Planned |
| Park Road | Planned |
| Durrants Hill | ✓ |
| Water Lane | ✓ |
| St Johns Well Lane | ✓ |
| The Forge | Planned |
| Church Yard | ✓ |
| Frogmore Street (East) | ✓ |

Table 11.02 ParkMark certified car parks

| Car park | ParkMark |
|------------------------|-----------------|
| Hicks Road | |
| Wood Lane End | |
| The Gables | |
| High Street | ✓ |
| Gadebridge Lane | ✓ |
| Queensway | |
| Alexandra Road | |
| Civic Centre | |
| Water Gardens (North) | ✓ |
| Water Gardens (South) | ✓ |
| Moor End Road | ✓ |
| Park Road | |
| Cowper Road | ✓ |
| Durrants Hill | ✓ |
| The Nap | ✓ |
| Langley Hill | ✓ |
| Water Lane | ✓ |
| Lower Kings Road | ✓ |
| Canal Fields | ✓ |
| St Johns Well Lane | ✓ |
| The Forge | ✓ |
| Church Yard | ✓ |
| Frogmore Street (East) | ✓ |
| Frogmore Street (West) | ✓ |
| Victoria Hall | |

12 Maintenance costs

- 12.01 The ability to enforce parking restrictions both on street and in Council car parks is directly linked to the quality and completeness of signs and lines. Deficiencies in these areas inevitably results in the loss of enforceability as experience at independent adjudication appeals has shown that the Adjudicator will not uphold a PCN if lining and signing is either incomplete or faded.
- 12.02 There is approximately 360 km of lining to maintain in the Borough (source Hertfordshire Highways). Contractors expect yellow lines to last between two and five years depending on traffic conditions (source TCL Ltd). The cost of replacement is approximately £0.90 per metre at today's prices (single yellow line). Assuming that all lining achieves its maximum life of five years maintenance of lines alone would cost approximately £324,000 excluding inflation. The Required annual cost to maintain lining in good condition is £64,800. The 2013/2014 budget to maintain the general condition of lines and signs is £35,000.