

To: Delegated Decision of the Board Member,
City Development

Date: 10 November 2011

Report of: Head of Direct Services

Title of Report: Park and Ride Car Parks – Evening Charges

Summary and Recommendations

Purpose of Report:	To propose the introduction of a nil charge in the evenings and overnight at the Peartree, Redbridge and Seacourt Park and Ride car parks.
Key decision?	Not Key
Executive Lead Member:	Councillor Colin Cook
Policy Framework:	Vibrant sustainable economy
Recommendation(s):	Approve the reduction of the charge at the Peartree, Redbridge and Seacourt Park and Ride car parks from £1.50 to Nil between 6.30pm and 5.00am.

1. Background

- 1.1 The Council, following the recent take back of Park and Ride sites from the County Council, have been in discussions with the Oxford Bus Company that operates the service from Park and Ride into the City Centre. The discussions relate to the potential fall in customers coming into the City Centre in the evenings for theatre and other entertainment. This would potentially have two effects, one being a fall in the vibrant night life experience of the City Centre and the other, a reduction in customers from Park and Ride sites which would make more difficult the ability of the bus company to recoup the recent investment in their service.

2. Proposal

- 2.1 The proposal is to reduce the current charge to nil for those customers that park in the car parks from 6.30pm onwards.
- 2.2 To achieve this it is proposed that signage on each site is amended to reflect the revised charging structure. Each pay machine is altered so that it will only accept cash between the hours of 5.00am and 6.30pm. Should a customer try to put cash into the pay machine after this time, the machine would reject the coinage. The pay by phone supplier will amend the tariff charges accordingly.
- 2.3 At present notices are being placed at each Park and Ride car park to inform customers that there is a proposal to reduce charges after 6.30pm and enforcement of current charges after this time will be suspended until a decision is made.

3. Financial Implications

- 3.1 The Bus Company has provided average usage numbers for customers after 6.00pm, Monday to Saturday. On the assumption that these numbers are reasonable the loss of income is estimated at £30k per year on an ongoing basis (£15k for 2011/12 and £30k in subsequent complete years). This situation will be monitored and appropriate mitigating action will be taken as required.

4. Legal Implications

- 4.1 The proposal will require an amendment to the existing parking place Order under the provisions of Section 35C of the Road Traffic Act 1984 (variation at off-street parking places). A notice giving not less than 21 days needs to be displayed and placed in the local press prior to implementing the proposed change. Officers have taken this action under delegated authority.

5. Equalities Impact

5.1 There are no equality issues arising from this proposal.

6. Climate Change / Environmental Impact

6.1 Impact is likely to be positive as fewer vehicles will be coming into the City Centre and therefore making shorter journeys and using less fuel.

7. Risk

7.1 Loss of income cannot be verified at this time since number of users is uncertain and potential reduction in usage of City Centre parking is unknown, particularly for late night shopping periods. Impact and probability is considered low. Position will be monitored.

7.2 Potential complaints from those who want to stay overnight until after 5.00am the following day and are unable to purchase ticket via the pay machine. Impact and probability is considered medium. Customers are able to purchase tickets via pay by phone and web sites. Position will be monitored. Customers are not permitted by the Order to park for longer than 24 hours in any case.

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List of background papers: None

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