



Report on Parking Services 2018/19

May 2019
Property & Income

Sedgemoor
IN SOMERSET

Foreword

I am pleased to introduce Sedgemoor District Council's report on parking services for 2018/19. Our policy is to meet the parking needs of our towns with provision appropriate for the shopper, commuter and visitor. We aim to achieve this by offering a value for money service in well managed and well maintained car parks.

Charges remained the same as the previous year except for a rise in our two premier car parks to manage demand. Income showed a slight increase over the previous year. Income was used to cover the cost of car park operation and support other services provided by the Council.

We continued our programme on investment in the car parks by resurfacing Market Street and Dampiet Street car parks in Bridgwater, replacing aging ticket machines and refurbishing signs.

This report shows how the Council worked to achieve the goal of providing a welcoming facility for visitors and residents. I hope you find the report informative.



Councillor Mark Healey

Portfolio Holder for
Commercial and Asset Management



The Mercure Hotel uses a corporate Phone and Pay account for guests parking in Eastover car park.

- 1 Introduction
- 2 The Service
- 3 Staff
- 4 Income
- 5 Expenditure
- 6 Maintenance
- 7 Acquisitions and Disposals
- 8 Enforcement
- 9 Customer Contact
- 10 Summary

Appendix

- A Parking charges
- B Car park income
- C Car park income per space
- D Phone and Pay income
- E Expenditure
- F Penalty Charge statistics
- G Enforcement process
- H Car park location plans

*Sedgemoor District Council
Bridgwater House
King Square
Bridgwater
Somerset TA6 3AR*

0300 303 7800

property.services@sedgemoor.gov.uk

1 Introduction

The district of Sedgemoor is part of the county of Somerset in south-west England. Bridgwater is the principal town with a mixture of light industry, retail and warehousing. Burnham-on-Sea and Cheddar are popular tourist destinations, particularly in the summer season.

Sedgemoor District Council provides parking facilities for residents, visitors, businesses and shoppers in four town centres across the district. Thousands of customers use the car parks each week. For some customers, this service is the only contact with the Council. Clean, tidy and well-maintained car parks give a good first impression for visitors and tourists to Sedgemoor. It is therefore important to provide a high quality service while minimising cost to the Council. This report shows how the service has met this aim during the year 2018/19.



2 The Service

The Council charges for the use of car parks as shown on the scale of charges in Appendix A. Coaches may park free-of-charge in designated bays in Bridgwater and Burnham-on-Sea.

Drivers with a disabled badge may park in any bay free-of-charge. The Council sells season tickets, valid for all long-stay car parks, at a discount of around 40% over day-ticket charges. Town centre residents who live within 200m of a car park may buy a residents' season ticket at a discount of around 70% over day-ticket charges. The Council also manages loading areas and season-ticket-only car parks in Bridgwater.

District councils within Somerset and Somerset County Council are members of the Somerset Parking Partnership. The Partnership members meet monthly to discuss enforcement policy and issues of common interest. The member councils extended Civil Parking Enforcement to cover the whole county in June 2012.

| Town | Number of car parks | Number of spaces |
|--------------|---------------------|------------------|
| Bridgwater | 11 | 754 |
| Burnham | 4 | 666 |
| Highbridge | 1 | 97 |
| Cheddar | 2 | 193 |
| Total | 17 | 1,710 |



Somerset CC is the highway authority, responsible for enforcing on-street parking regulations. District councils manage off-street car parks. Somerset CC offers a range of services to the districts. Each district buys services appropriate for its needs through an agreement with Somerset CC. An enforcement contractor, NSL Services, carry out some services on behalf of Somerset CC.

Responsibility for the various functions within Sedgemoor is shown below –

Sedgemoor DC direct

- Car parking policy
- Maintenance and repair of car parks and ticket issuing machines
- Sale of season tickets and residents season tickets

Through an agreement with Somerset CC

- Patrol of car parks and issue of Penalty Charge Notices (by NSL)
- Processing Penalty Charge Notices
- Collection and banking of cash from ticket machines (by NSL)
- Management of Phone and Pay service

3 Staff

Two members of staff at Sedgemoor DC are responsible for the direction of car park policy, management of the agreement with Somerset CC and supervision of maintenance, along with duties in other areas. Somerset CC staff or contractors carry out the other functions

4 Income

Car park income comes from the sale of season tickets, sale of day tickets from ticket machines and through a ticketless 'pay by telephone' system. The proportion of customers using the ticketless option was 10% on average over the year. About 82% of customers continue to buy pay-and-display tickets with the remainder of income coming from the sale of season tickets.

Community Use

Car parks are used for more than just parking! In 2018/19 our car parks hosted the following –

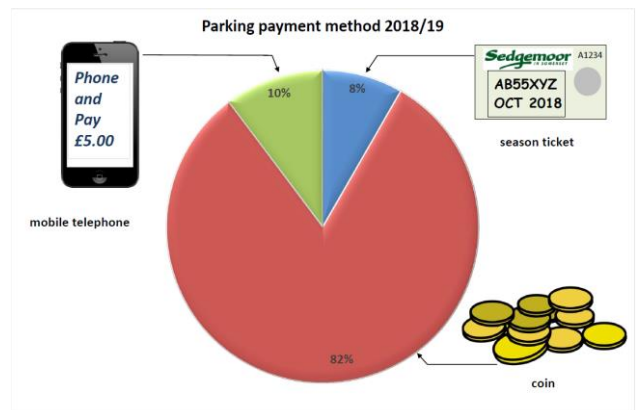
Cheddar Festive Night Fair and a vintage vehicle rally

Visits by Deaf-Plus and Somerset Sight public information vans

Complementary parking for an Arts Festival, Christmas shopping events and Quayside festival

Parking for annual carnivals with fees donated to the carnival charities.

A visit from an outside broadcast team



Pay by Visit

Charges at Market Street and Dampiet Street car parks in Bridgwater were raised in April 2018 to reflect the high demand for spaces in those car parks. There were no changes to other car park charges over the report period. Pay-by-visit income from the sale of tickets and 'phone and pay' sessions showed an increase of 5%. Appendix B shows the number of tickets sold for each car park, split by length of stay. Appendix C shows the income by parking space for each car park.

Season Tickets

Season ticket sales showed a 10% increase from the previous year. Somerset CC was the largest single customer for season tickets, accounting for 35% of sales.

Cashless Parking

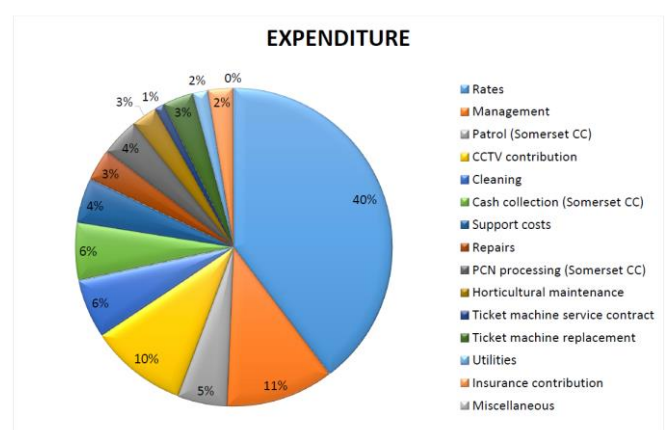
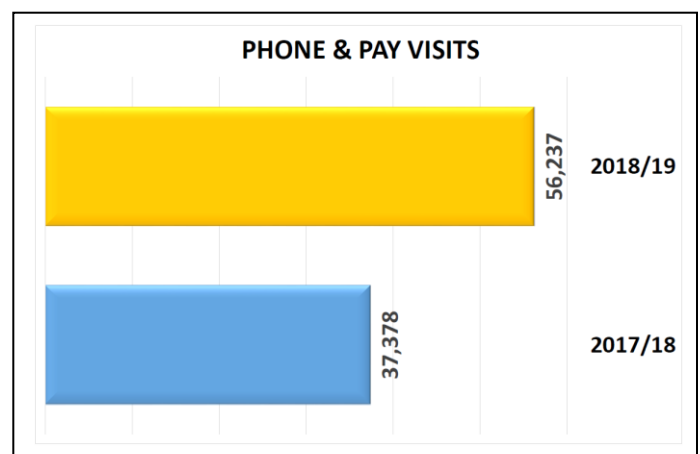
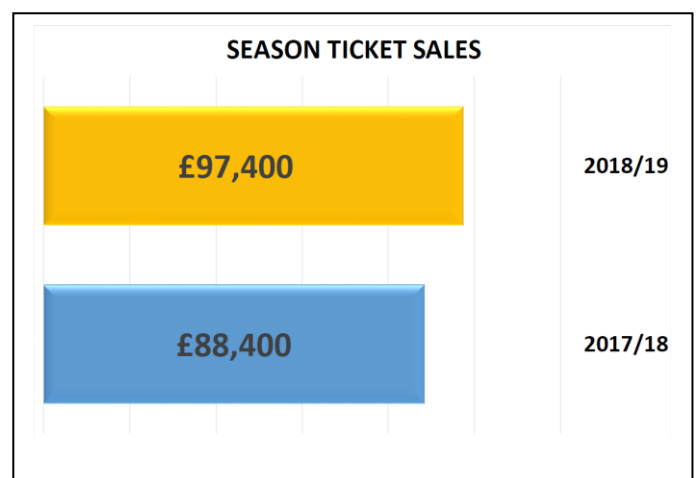
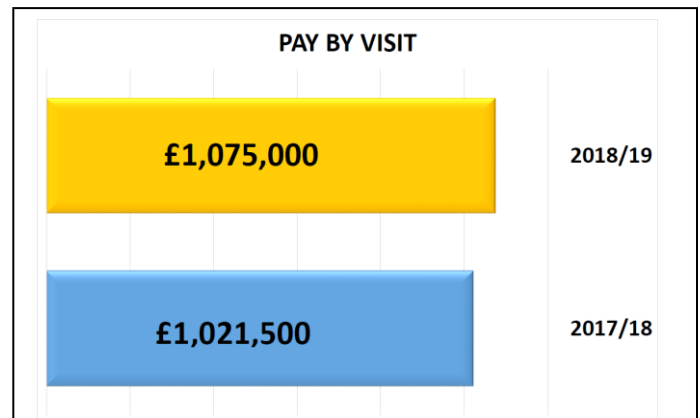
The Council joined the Somerset Parking Partnership 'payment by mobile telephone scheme' in March 2014. The scheme covers all public car parks and on-street pay bays in Somerset. Bemrose Booth operate the scheme under their 'Phone and Pay' brand. The scheme charges customers a fee of 14p for each transaction. The scheme also offers additional services such as an expiry reminder text and the opportunity to extend a stay.

Use of the system has increased to account for an average of 11% of pay-by-visit sales, but some commuter car parks reach over 25%, see Appendix D

5 Expenditure

Expenditure on car parks in 2018/19 was £463,700 on the items shown under the broad headings in Appendix E

Expenditure in 2018/19 was in line with expenditure in 2017/18. Management and support costs are internal Sedgemoor DC recharges reflecting the proportion of staff time spent on car parking issues.



6 Maintenance

Sedgemoor District Council's Clean Surroundings Service cleans the car parks and maintains the landscaped areas. Sedgemoor DC officers conduct bi-monthly checks of the car parks and commission repairs as necessary.

The Council has a rolling renewal programme for the 30 car park ticket machines and 17 car parks. Surface markings and signs are replaced as required. During the report period, the Council has –

- Replaced 2 obsolete Stelio ticket machines at Pier Street and High Street car parks at Burnham-on-Sea with new Strada machines.
- Resurfaced Market Street and Dampiet Street car parks in Bridgwater.
- Relined Mount Street south, Eastover short-stay and Eastover Shoppers car parks.
- Replaced 11 tariff boards with a new type, incorporating a clip-frame which allows for easy change of tariffs and information.

The cost for resurfacing the two car parks was £33,000, drawn from the 5-year resurfacing programme fund. The annual maintenance budget was used for other work.

Customers report ticket machines faults by contacting Sedgemoor DC Customer Services. NSL staff rectify most defects but some require a visit by the manufacturer's service engineer, retained under a service contract. Most service visits are complete within 48 hours of call-out.

7 Acquisitions and Disposals

There have not been any acquisitions or disposals during the report period.



New tariff board with clip-frame information panel.



Dampiet Street car park, Bridgwater after resurfacing

8 Enforcement

NSL deliver the patrol service but Somerset CC's in-house enforcement team manage PCN processing. Sedgemoor DC conducts monthly 'mystery shopper' exercises to monitor performance of NSL enforcement officers.

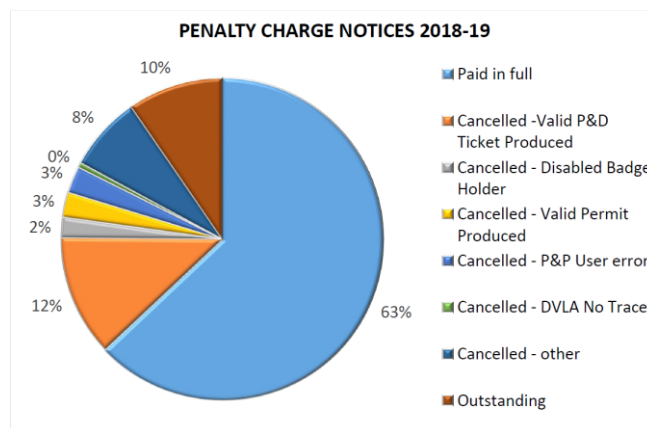
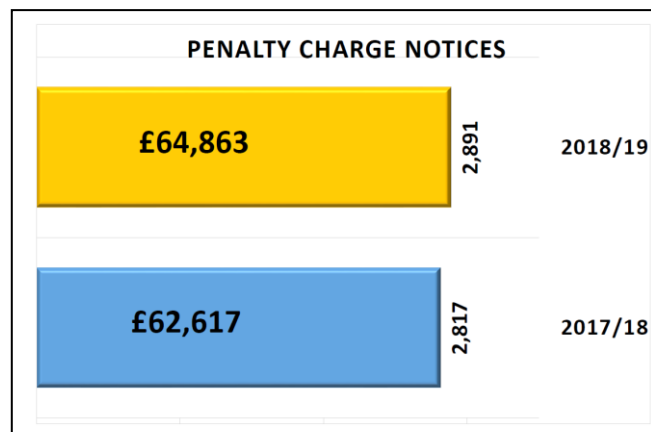
The Civil Enforcement Officers issue Penalty Charge Notices using electronic ticket issuing machines. The machines also take photographs of the contravention. These machines download by Wi-Fi to Somerset CC's notice processing system. Somerset CC follows the Parking Partnership's Challenges and Representations Guidance based on the DoT national guidelines, (see appendix F). Somerset CC handle most of the challenges on the issue of PCNs but forward queries on policy to Sedgemoor DC.

The number of notices issued and income remained similar to the previous financial year. The number of contraventions is very small compared to the 800,000 visits to the car parks each year. Appendix F shows statistical information on PCNs issued and appendix G shows the full enforcement process

Customers sometimes fail to display a valid ticket, season ticket or blue badge and subsequently receive a PCN. For first contraventions of this type, the Council will consider waiving the PCN if the customer can provide a copy of the valid ticket, blue badge etc. Most of the cancellations are due to this policy.

The proportion paid in full stands at 63%, with 27% cancelled for the reasons above. About 10% remains unpaid and these are at various stages of processing and some may yet result in payment. This proportion is similar to neighbouring authorities with similar enforcement policies.

During the report period, 200 unpaid PCNs were sent to Bailiffs for recovery. In 33% of these cases, Bailiffs managed to recover the Penalty Charge, resulting in an income of around £5,700 to the Council.



9 Customer Contact

Sedgemoor District Council welcomes comments from customers. Season ticket holders receive a questionnaire when they renew their ticket and there is a customer feedback form on the Council’s web site

10 Summary

Gross income is about 5% up on the previous year, and net income up by 10%. Most of this increase was brought about by an increase in patronage. The use of the ‘Phone and Pay’ parking option has increased in popularity. The Council continued to refurbish car parks to maintain a high standard for customers.

| Year | 2017/18 | 2018/19 | Change |
|---------------------|-----------|-----------|--------|
| Income £ | 1,173,500 | 1,237,000 | +5% |
| Expenditure £ | 475,000 | 463,700 | -2% |
| Net Income £ | 698,500 | 773,300 | +10% |



Northgate car park, Bridgwater, popular with commuters using season tickets and ‘Phone and Pay’ sessions



New ticket machine at High Street car park, Burnham-on-Sea

APPENDIX

- A Parking charges
- B Car park income
- C Car park income per space
- D Phone and Pay income
- E Expenditure
- F Enforcement process
- G Car park location Plans

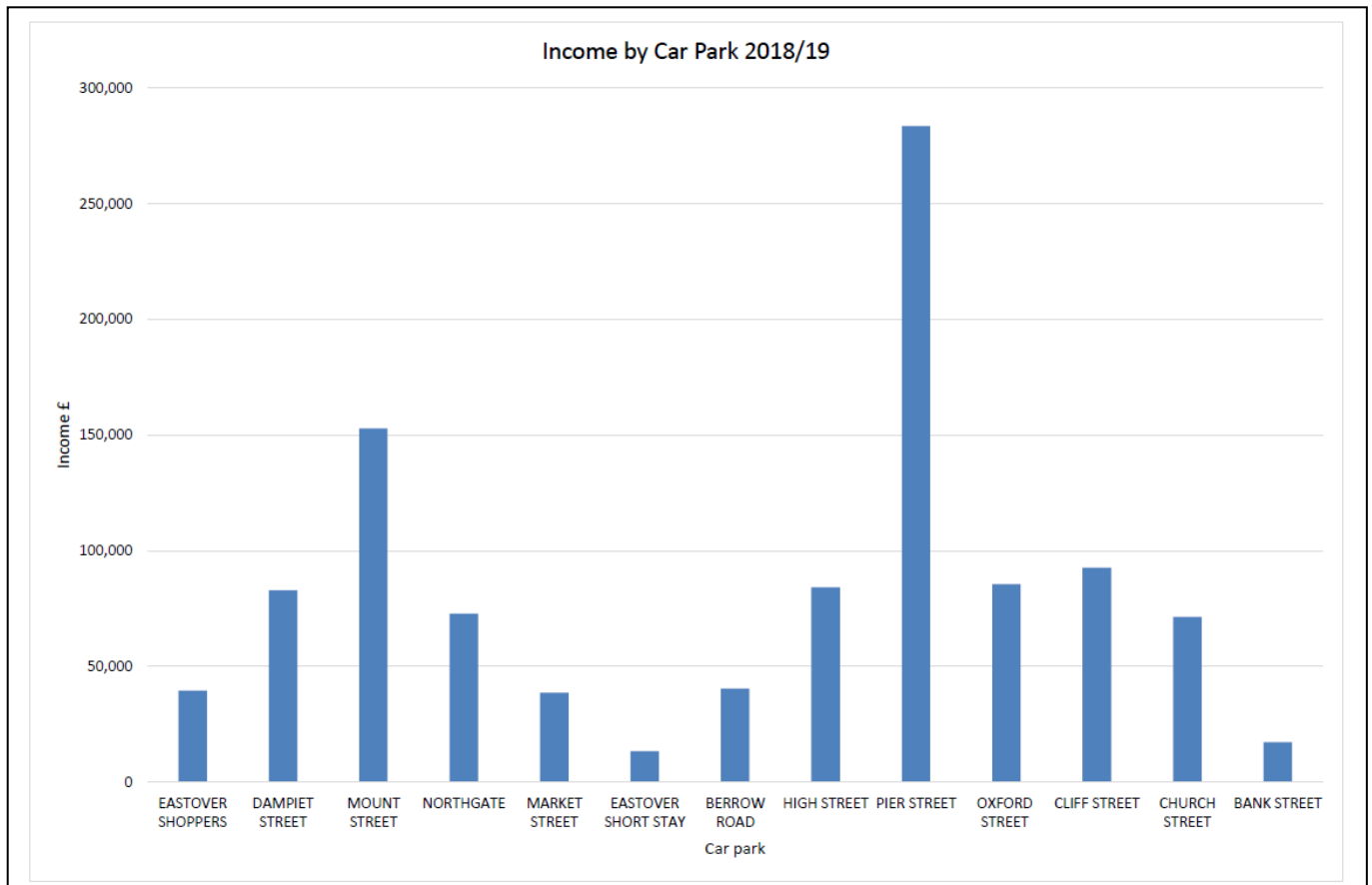
Appendix A

Parking Charges 2018/19

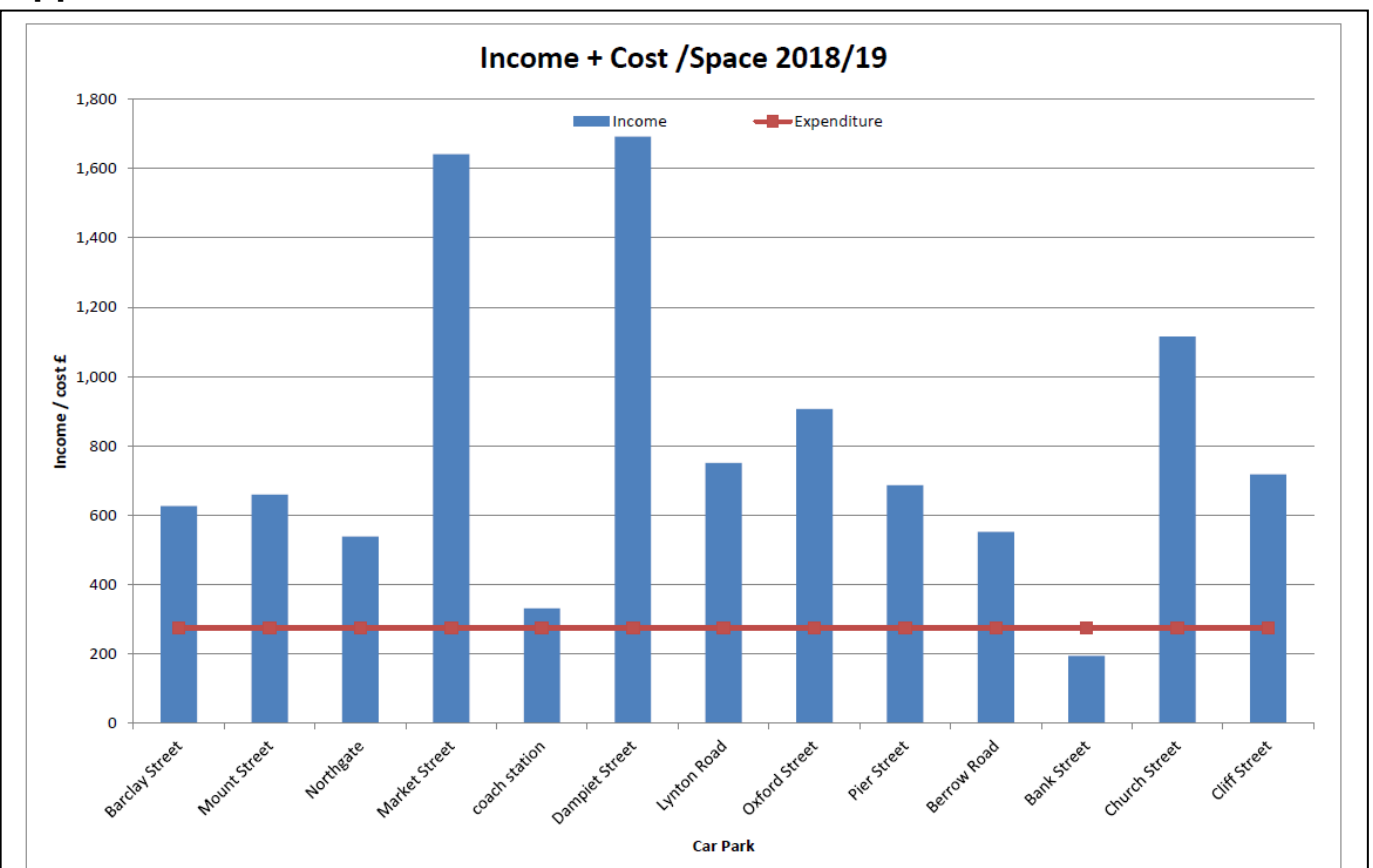
| Car park | Phone+Pay Location Number | Cars and LGVs under 7.5t | | | | | Other vehicles | | Type | Sunday/ Bank Hol Charge | |
|--|---------------------------------|--|-----------|------------|------------|----------------------|--|----------------------|-------|-------------------------------|-----|
| | | 1/2 Hour | 1 Hour | 2 Hours | 4 Hours | 9.00 am - 6.00 pm | Up To 3 Hrs | 9.00 am - 6.00 pm | | | |
| Bridgwater | | | | | | | Coaches | | | | |
| Eastover Shoppers * (Barclay St) | 3900 | 40p | 70p | £1.40 | £2.50 | £4.00 | XC | XC | long | N | |
| Mount Street E* | 3901 | X | 80p | £1.60 | £3.00 | £5.00 | Free | Free | long | N | |
| Mount Street W * | 3902 | X | X | X | £3.00 | £5.00 | XC | XC | long | N | |
| Northgate * | 3903 | X | 80p | £1.60 | £3.00 | £5.00 | XC | XC | long | N | |
| Market Street* | 3904 | X | £1.00 | £2.00 | £4.00 | £6.00 | XC | XC | long | N | |
| Dampiet Street | 3905 | X | £1.00 | £2.00 | X | X | XC | XC | short | N | |
| Eastover short stay (Coach Station) | 3906 | 40p | 80p | £1.60 | X | X | XC | XC | short | N | |
| Coach Station | 3907 | permit parking for coach passengers | | | | | 60p | XC | XC | long | N |
| Blake* | | season ticket parking only 09:00 to 18:00 Mon - Sa | | | | | | XC | XC | permit | N |
| Mount Street S | | allocated season ticket parking only 24hrs/day | | | | | | XC | XC | permit | N/A |
| Queen Street | | allocated season ticket parking only 24hrs/day | | | | | | XC | XC | permit | N/A |
| Eastover Park | | free parking all year | | | | | | XC | XC | free | N/A |
| Bridgwater House | | permit parking only | | | | | | XC | XC | permit | N/A |
| Burnham-on-Sea | | | | | | | Boat trailers (Coaches free) | | | | |
| High Street * (Lynton Rd) | 3908 | 40p | 80p | £1.60 | £3.50 | £5.50 | XC | XC | long | Y | |
| Oxford Street * | 3909 | 40p | 80p | £1.60 | £3.00 | £5.00 | XC | XC | long | Y | |
| Pier Street E * | 3910 | X | 80p | £1.60 | £3.50 | £5.50 | £4.50 | £6.50 | long | Y | |
| Pier Street S * | 3911 | X | 80p | £1.60 | £3.50 | £5.50 | XC | XC | long | Y | |
| Discount (Berrow Rd) * | 3912 | X | 70p | £1.40 | £2.50 | £4.00 | XC | XC | long | Y | |
| Pier Street W | 3913 | 40p | 80p | £1.60 | X | X | XC | XC | short | Y | |
| Highbridge | | | | | | | | | | | |
| Bank Street * | 3915 | 40p | 70p | £1.40 | £2.50 | £4.00 | XC | XC | long | N | |
| Cheddar | | | | | | | | | | | |
| Church Street * | 3916 | X | 70p | £1.40 | £2.50 | £4.00 | XC | XC | long | Y | |
| Cliff Street * | 3917 | X | 80p | £1.60 | £3.50 | £5.50 | XC | XC | long | Y | |
| Season tickets | | | | | | | | | | | |
| Season tickets may be used in all car parks indicated by * | | | | | | | discount on the bulk sale of tickets | | | | |
| | | | | | | | number | discount | | | |
| Season Tickets | | | | | | | 1 - 4 | nil | | | |
| Annual | £720 | | | | | | 5 - 9 | 5% | | | |
| Quarterly | £200 | | | | | | 10 - 19 | 10% | | | |
| Residents Season Tickets | | | | | | | 20 - 39 | 20% | | | |
| Annual | £360 | | | | | | 40 - 69 | 30% | | | |
| Quarterly | £100 | | | | | | 70 - 99 | 40% | | | |
| | | | | | | | 100+ | 50% | | | |
| administration fee for issuing duplicate for lost or stolen season tickets £5.50 | | | | | | | | | | | |
| Contractors vehicles | | | | | | | | | | | |
| £10/vehicle/week | | | | | | | | | | | |
| Conditions | | | | | | | Penalty Charges | | | | |
| X = Not available | | | | | | | Set by national legislation, £70 or £50 reduced by | | | | |
| XC = Coach parking not available | | | | | | | 50% if paid within 14 days | | | | |
| Charging Times | | Pay and Display car parks | | | | | 9.00 am to 6.00 pm | | | | |
| | | Season ticket and permit car parks | | | | | 24 hours/day | | | | |

| 'Phone and Pay' transaction charges | |
|--|-----|
| Set by service provider | |
| Initial parking | 14p |
| Optional confirmation text | 10p |
| Optional end of stay warning text | 10p |
| Optional stay extension | 10p |

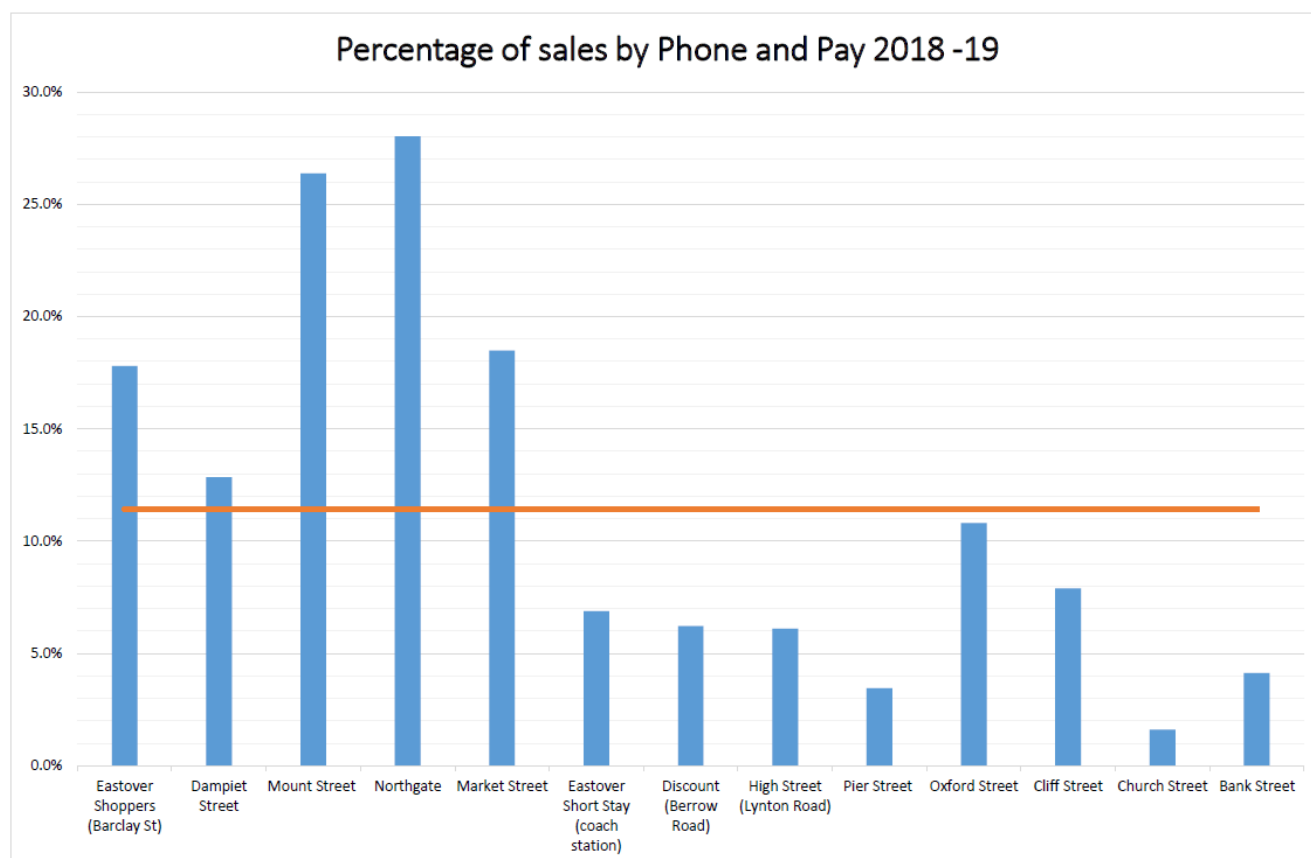
Appendix B



Appendix C



Appendix D



Appendix E

| Expenditure Item | 2017/18 | 2018/19 |
|---------------------------------|-----------------|-----------------|
| Rates | 159,904 | 183,928 |
| Patrol (Somerset CC) | 57,357 | 51,024 |
| Cash collection (Somerset CC) | 23,062 | 23,574 |
| Management | 73,444 | 45,850 |
| CCTV contribution | 26,916 | 27,796 |
| Cleaning | 31,151 | 27,164 |
| Support costs | 14,901 | 20,978 |
| Repairs | 16,178 | 14,923 |
| PCN processing (Somerset CC) | 19,064 | 18,020 |
| Ticket machine service contract | 13,175 | 12,249 |
| Insurance contribution | 4,500 | 4,500 |
| Horticultural maintenance | 15,244 | 14,297 |
| Ticket machine replacement | 10,783 | 7,252 |
| Utilities | 8,864 | 11,795 |
| Miscellaneous | 489 | 364 |
| Total | £475,032 | £463,714 |

Appendix F

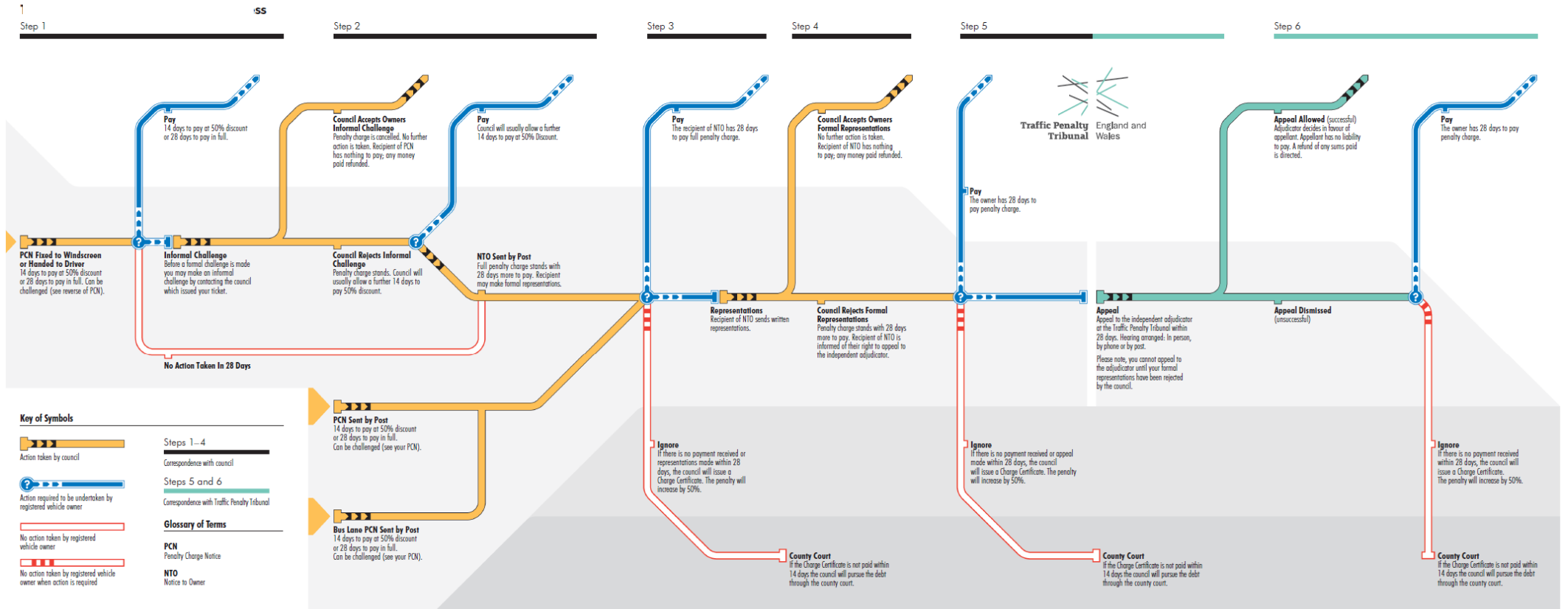
| Penalty Charge Notice - Statistical information | 2017/18 | 2018/19 |
|---|---------|---------|
| Higher level PCNs served | 381 | 298 |
| Lower level PCNs served | 2,406 | 2,597 |
| PCNs paid | 1,940 | 1,816 |
| PCNs paid at discount rate | 1,590 | 1,538 |
| Challenges or formal representations made | 952 | 1,008 |
| PCNs cancelled as a result of challenges or representations | 632 | 668 |
| Appeals to the Traffic Penalty Tribunal | 3 | 0 |
| Appeals to the Traffic Penalty Tribunal allowed | 0 | 0 |
| Appeals to the Traffic Penalty Tribunal dismissed | 1 | 0 |
| Appeals to the Traffic Penalty Tribunal not contested | 2 | 0 |
| Appeals to the Traffic Penalty Tribunal awaiting decision | 0 | 0 |

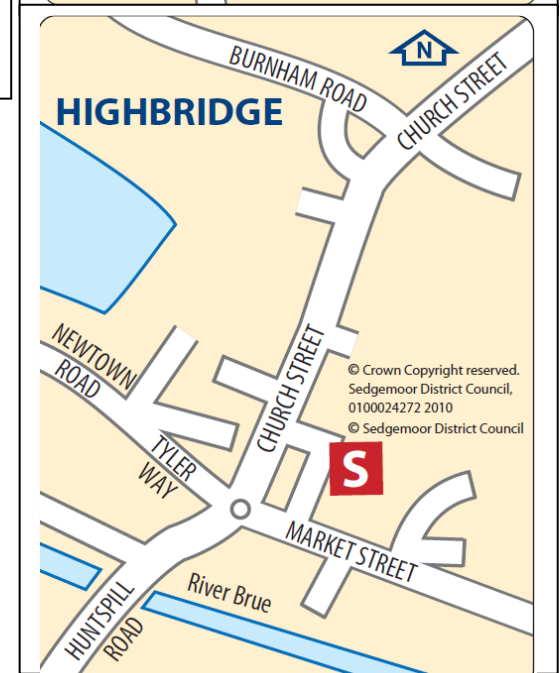
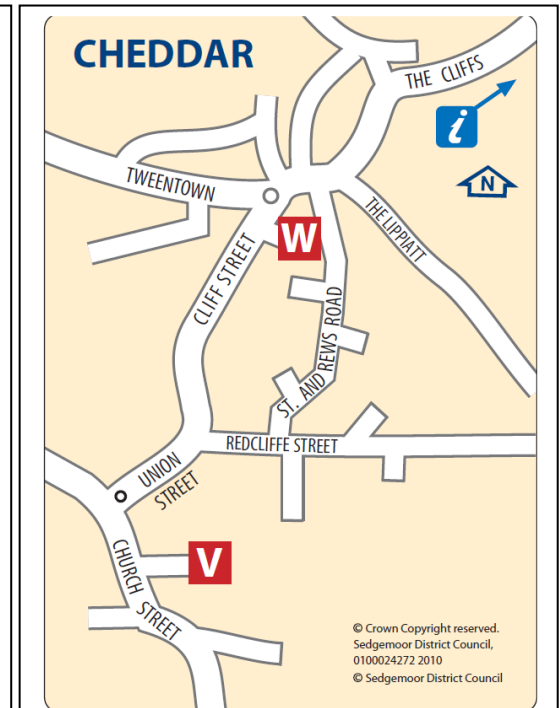
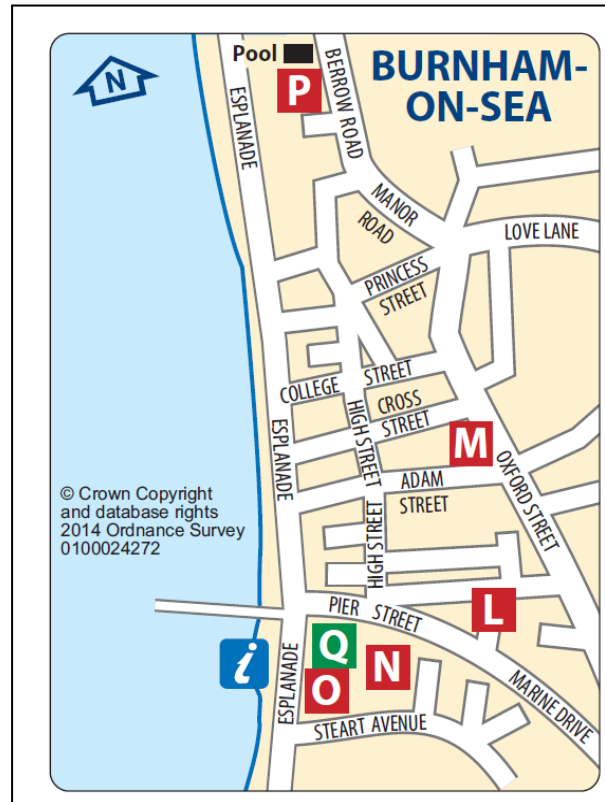
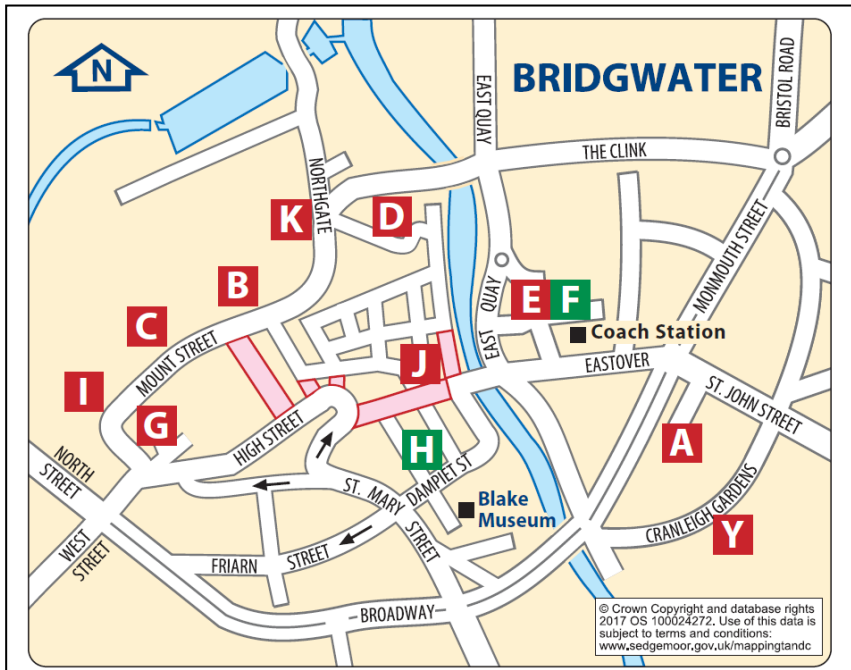
For details of the Somerset Parking Partnership's Enforcement Policy refer to -

<http://www.somerset.gov.uk/roads-parking-and-transport/parking/view-or-challenge-a-penalty-charge-notice/>



Appendix G





Appendix H Sedgemoor District Council Car Parks

BRIDGWATER

- A St John St
- B Mount St East
- C Mount St West
- D Northgate
- E Coach Station
- F Eastover
- G Market Street
- H Dampiet Street
- I Mount St South
- J Queen Street
- K Blake
- Y Eastover Park

BURNHAM

- L High Street
- M Oxford Street
- N Pier Street East
- O Pier St South
- P Discount
- Q Pier Street West

CHEDDAR

- V Church St
- W Cliff St

HIGHBRIDGE

- S Bank St