

Report on Parking Services

2016/17

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1 Introduction

Sedgemoor District Council's Parking Service provides parking facilities for residents, visitors, businesses and shoppers 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 expenditure. This report shows how the service has met this aim during the year 2016/17.

2 The Service

The table below shows the location of Council owned car parks across the district.

Town	Number of car parks	Number of spaces
Bridgwater	9	589
Burnham	4	666
Highbridge	1	97
Cheddar	2	193
Total	16	1,545

The Council charged for the use of all of these car parks as shown on the scale of charges in Appendix A.

Drivers with a disabled badge can park in any bay free-of-charge. The Council sells season tickets 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.

Sedgemoor DC adopted Civil Parking Enforcement for off-street car parks in June 2012. Somerset CC is the highway authority and is responsible for enforcing on-street parking regulations. Sedgemoor DC employs Somerset CC to enforce parking regulations in off-street car parks so the same officers patrol both car parks and the neighbouring streets. Somerset CC uses an enforcement contractor, NSL Services, to discharge this function.

The functions are split as below –

Sedgemoor DC

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

Somerset CC

- Patrol of car parks and issue of Penalty Charge Notices
- Processing Penalty Charge Notices
- Collection of cash and receipt of cash from ticket machines.
- Management of Phone and Pay service

3 Staff

The Transport Officer and External Works Officer direct policy and supervise maintenance and repairs, along with duties in other areas.

4 Income

Season Tickets

Season ticket sales show a drop from previous years. This is mainly due to a refund of £18,586 to Somerset CC for the portion of season tickets which ran over into 2017/18 but which started in 2016/17. All 110 Somerset CC season tickets were issued afresh at the start of April 2017 to ensure they all start and stop at the same time and income from the sale will be shown in 2017/18 accounts.

Year	2015/16	2016/17	Difference
Season ticket sales	£93,593	£75,730	-19%
Staff season tickets sales	£35,923	£36,019	0%

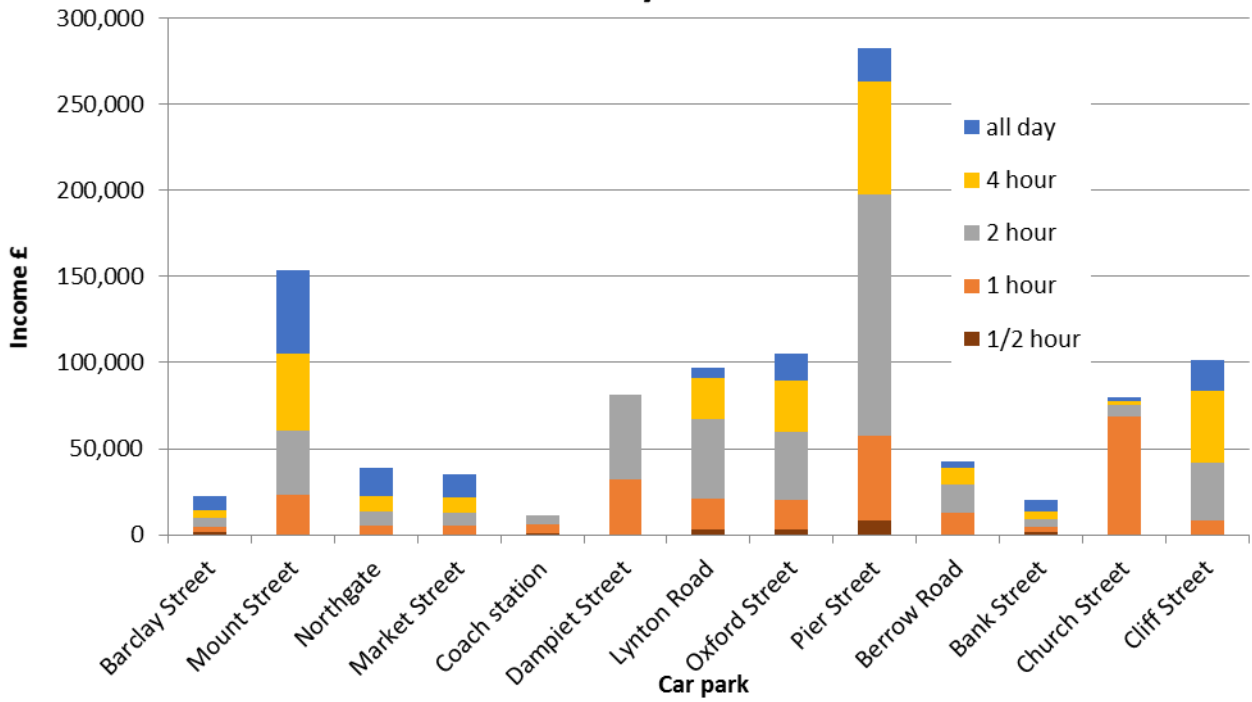
Day Ticket Sales

Ticket prices were raised in April 2016. Day ticket income shows an increase of 11% but the actual number of tickets issued is about the same. The proportion of customers using the Phone and Pay ticketless option has increased, particularly in long-stay commuter car parks. The vast majority of customers continue to use pay-and-display tickets

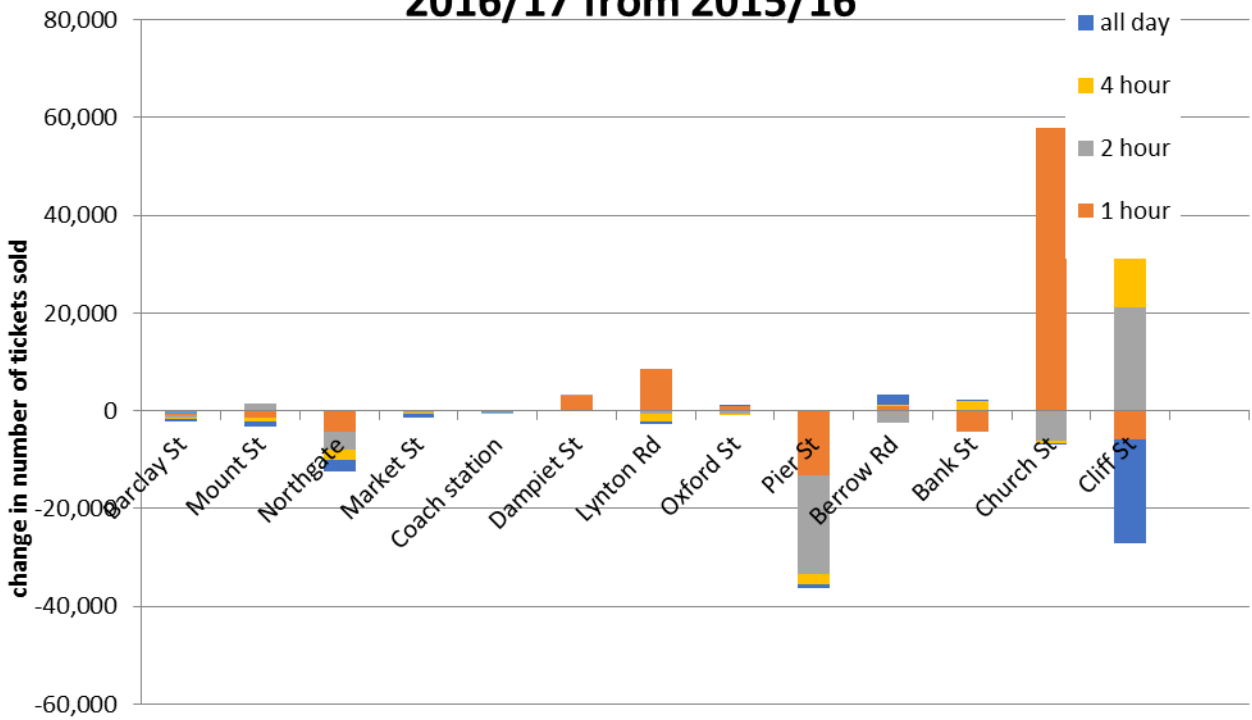
Year	2015/16	2016/17	Difference
Day ticket income	£887,603	£985,168	+11%
Number of day tickets sold	692,000	700,600	+1%
Number of Phone + Pay visits	13,700	23,500	+72%

The chart below show income from ticket sales from car park ticket machines by car park, split into type of ticket sold. It can be seen that all-day tickets form a small proportion of ticket income. Pier Street car park generates by far the greatest income because it is the largest car park and is very popular in summer. Mount Street car park is the principal commuter car park in Bridgwater.

Income per price band of ticket 2016/17



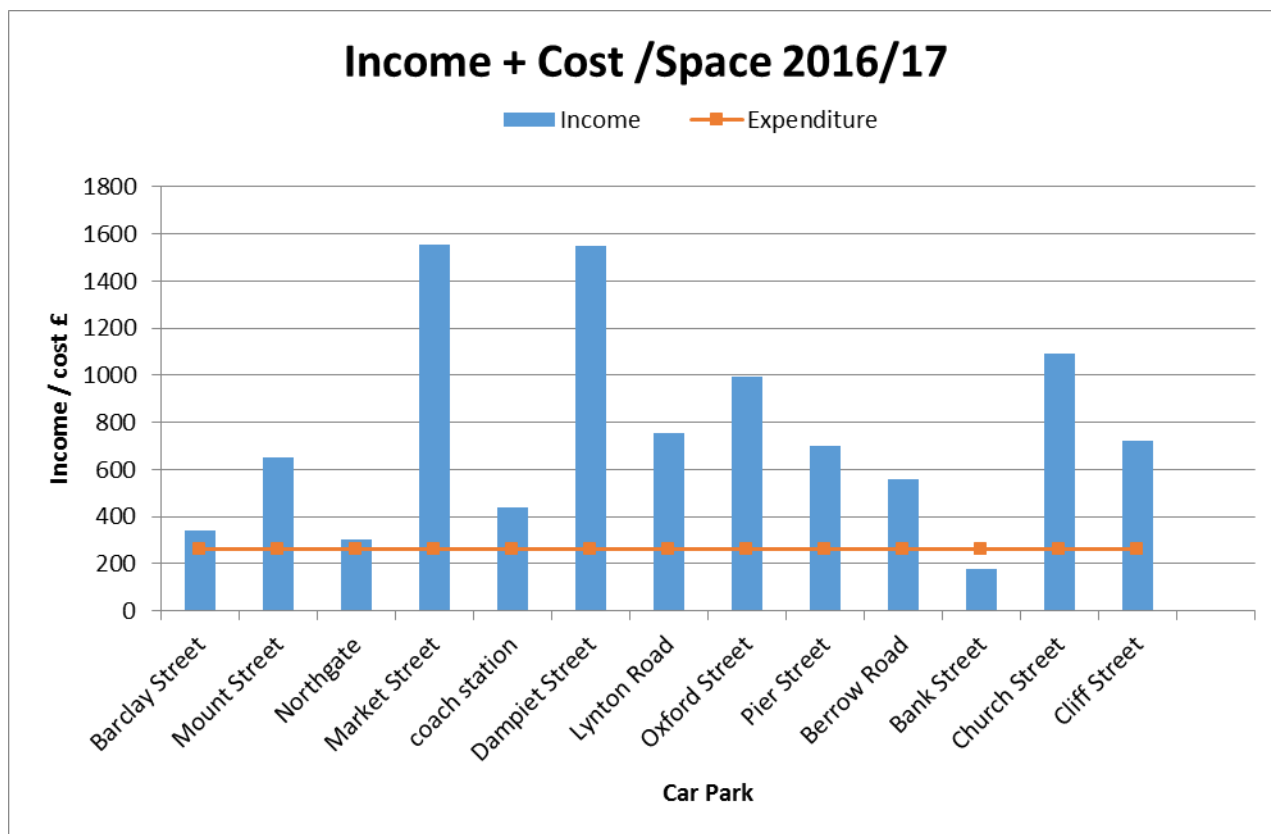
Change in Ticket sales 2016/17 from 2015/16



The chart above shows the change in ticket sales between 2015/16 and 2016/17. Sales at Church Street, Cheddar have increased due to the change of tenancy of the adjacent supermarket from Budgen's to the more popular Sainsbury's. The retail store next to Pier Street car park at Burnham-on-Sea was vacant for some time hence the reduction in sales. B and M stores have now taken on the tenancy and sales have returned to their former level. Northgate in Bridgwater closed in October 2016 for a period of 1 year to allow for construction of an underground storm water storage tank. Additional temporary

capacity has been provided at Mount Street to compensate for the loss at Northgate.

The chart below shows the income/space for each car park compared to the cost of maintenance. Market Street and Dampiet Street in Bridgwater are popular shopping car parks have the greatest turnover per space.



Penalty Charges

Income from Penalty Charges was slightly up on the previous year, as shown below.

Year	2015/16	2016/17	Difference
Penalty Charge Income	£58,399	£63,378	+9%

5 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. The scheme is operated by Bemrose Booth under their ‘Phone and Pay’ brand. The scheme charges 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 pay-per-visit sales, the remainder being sales from ticket machines. Some commuter car parks reach 20% of sales through mobile telephones.

Year	2015/16	2016/17	Difference
Number of 'Phone and Pay' visits	13,700	23,500	+72%
Percentage of pay-per-visit income	3.7%	5.5%	+48%

6 Expenditure

Expenditure in the report period is shown under broad headings in the table below –

Item	2015/16	2016/17
Rates	143,996	137,623
Patrol (Somerset CC)	57,137	57,997
Cash collection (Somerset CC)	26,256	24,995
Management	54,856	56,993
CCTV contribution	25,236	25,880
Cleaning	25,216	27,326
Support costs	13,338	18,735
Repairs	27,774	15,240
PCN processing (Somerset CC)	17,541	18,492
Ticket machine service contract	11,339	11,016
Insurance contribution	4,800	4,500
Horticultural maintenance	10,928	12,333
Ticket machine replacement	430	7,212
Utilities	13,081	11,788
Miscellaneous	1,459	2,073
Income generation study	19,151	Nil
Total	£452,545	£436,438

Expenditure in 2016/17 was in line with expenditure in 2015/16. Management and support costs are internal Sedgemoor DC recharges reflecting the proportion of staff time spent on car parking issues.

7 Maintenance

Sedgemoor District Council's Clean Surroundings Service cleans the car parks and maintains the landscaped areas. The External Works Officer carries out bi-monthly inspections to ensure the car parks meet the Council's high standards of safety and cleanliness.

During the report period, the Council has –

- Replaced 2 obsolete Stelio ticket machines at Pier Street car park Burnham on Sea with new Stradas
- Modified all ticket machines to accommodate the new pound coin
- Relocated one Strada machine from Mount Street East to replace an obsolete Stelio at the coach station
- Relined Lynton Road car park, Burnham-on-Sea

- Installed No-entry signs and entrance information sign at Bank Street car park, Highbridge
- Patched potholes at Berrow Road car park Burnham on Sea.

Customers report faults with ticket machines by contacting Customer Services. Most defects can be readily rectified by NSL staff but some require a visit by the manufacturer's service engineer retained under a service contract. Most service visits are completed within 48 hours of call-out.

8 Acquisitions and Disposals

A portion of Mount Street East car park was transferred to Somerset County Council in autumn 2016 to provide a site for a new primary school. This involved the loss of 108 spaces.

Northgate car park was closed for a period of 1 year in November 2016 to allow for the construction of an underground storm sewage tank. To accommodate the cars displaced, the site of the former swimming pool at Mount Street was converted to a temporary 100 space car park with gravel parking areas and bitumen macadam access routes.

9 Enforcement

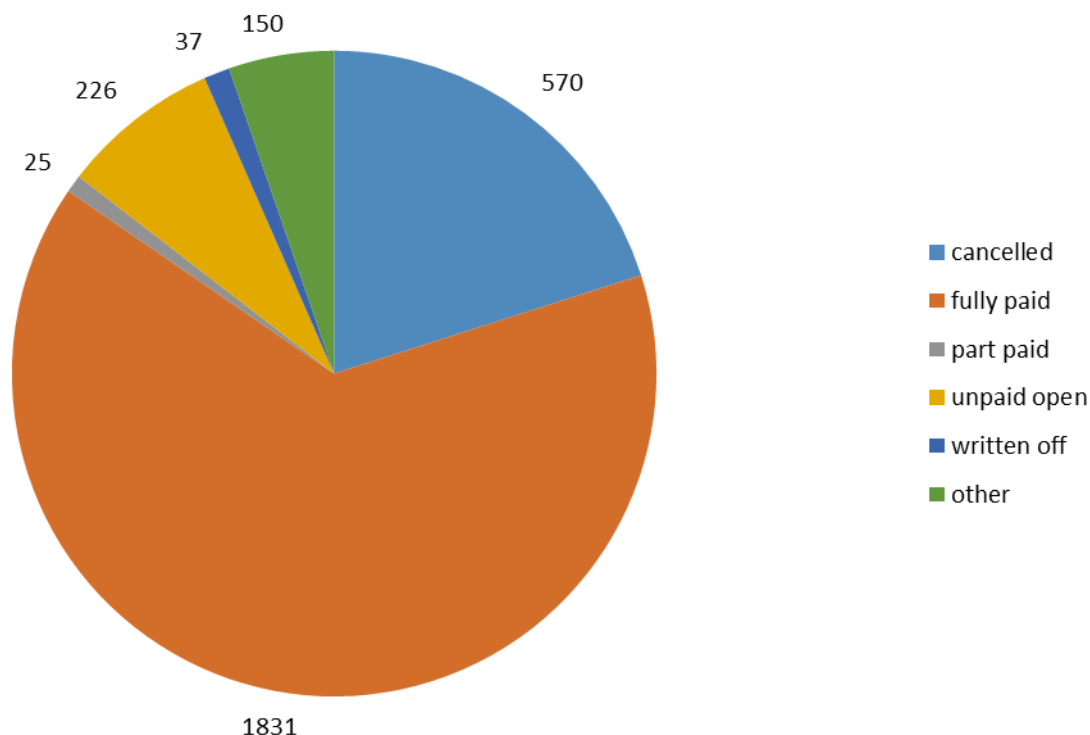
The Civil Enforcement Officers issue Penalty Charge Notices using electronic ticket issuing machines. The machines also take photographs of the offence. These machines download by Wi-Fi to NSL's notice processing system. NSL follows the national guidelines for recovering any un-paid PCNs. NSL handle queries on the issue of PCNs in the first instance but forward any queries on Council policy to Sedgemoor DC.

The table below shows the number of notices issued compared with the previous financial year. There are about 750,000 visits to the car parks each year so the number of offences detected is very small compared to the number of visits.

Year	2015/16	2016/17	Difference
Number of PCNs Issued	2,612	2,839	+9%

The chart below shows the status of Penalty Charge Notices issued in 2016/17 at the end of that financial year. Cancellations are mainly due to the customer producing a valid ticket, permit or blue badge after receipt of the PCN. Of the remaining PCNs, the percentage paid is encouraging at 81%, compared with the industry norm of 70%-80%. The remaining PCNs are at various stages of processing and some may yet result in payment. Sedgemoor conducts monthly 'mystery shopper' exercises to monitor performance of NSL enforcement officers.

Status of Penalty Charge Notices Issued 2016/17



10 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.

11 Summary

The year 2016/17 has seen income rise as a result of a price increase but the number of customers using car parks has stayed steady. Church Street car park has noticed a particular increase in patronage due the change of tenancy of the neighbouring supermarket. Temporary car park arrangements in Bridgwater to accommodate construction of a storm sewage tank have worked well and no decline in use has been detected. The use of the 'Phone and pay' parking option has increased in popularity.

Year	2015/16	2016/17	Difference
Income £	£1,075,180	£1,160,296	+8%
Expenditure £	£459,481	£439,978	-4%
Net Income £	£615,699	£720,318	+17%

Appendix A

Parking Charges 2016/17

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										
Eastover Shoppers * (Barclay St)	3900	40p	70p	£1.40	£2.50	£4.00	Coaches		long	N
Mount Street E*	3901	X	80p	£1.60	£3.00	£5.00	XC	XC	long	N
Mount Street W *	3902	X	X	X	£3.00	£5.00	Free	Free	long	N
Northgate *	3903	X	80p	£1.60	£3.00	£5.00	XC	XC	long	N
Market Street*	3904	X	80p	£1.60	£3.00	£5.00	XC	XC	long	N
Dampiet Street	3905	X	80p	£1.60	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
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										
High Street * (Lynton Rd)	3908	40p	80p	£1.60	£3.50	£5.50	Boat trailers (Coaches free)		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

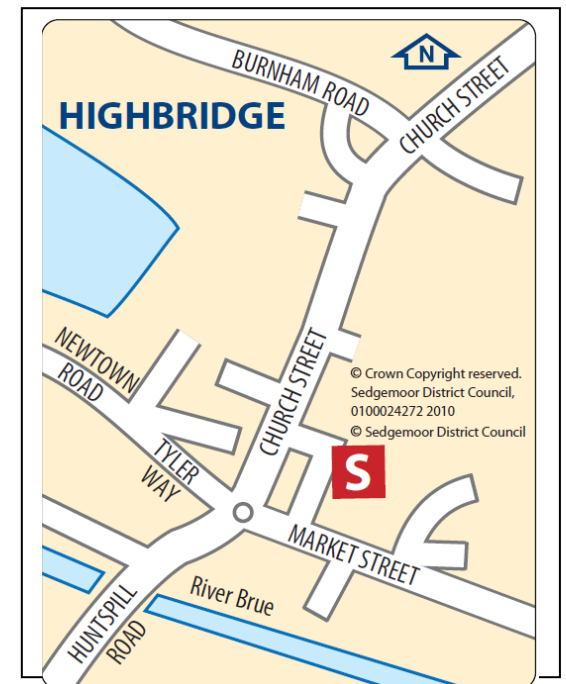
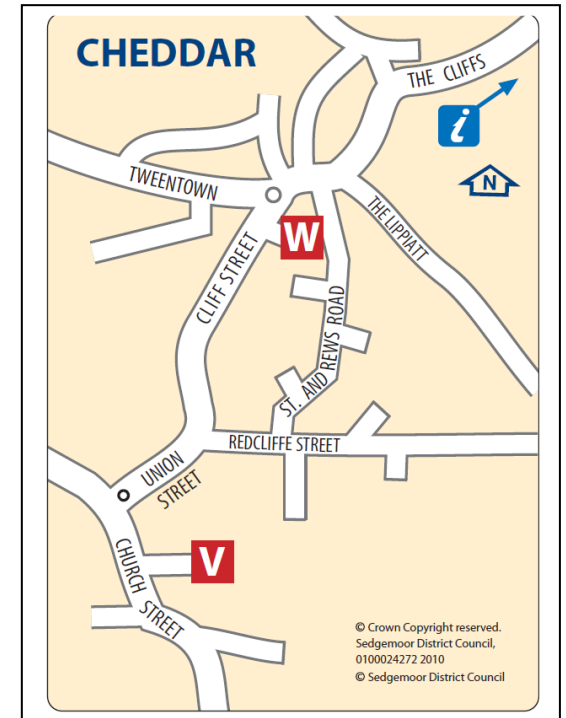
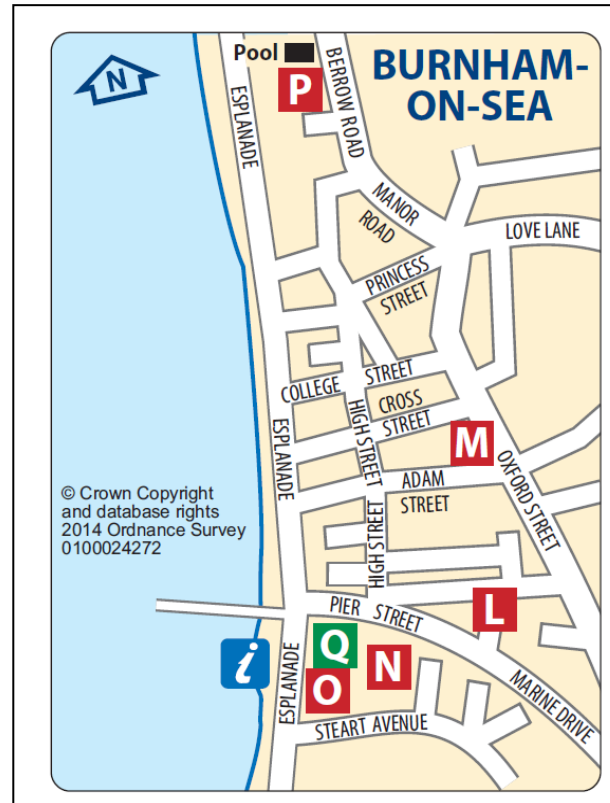
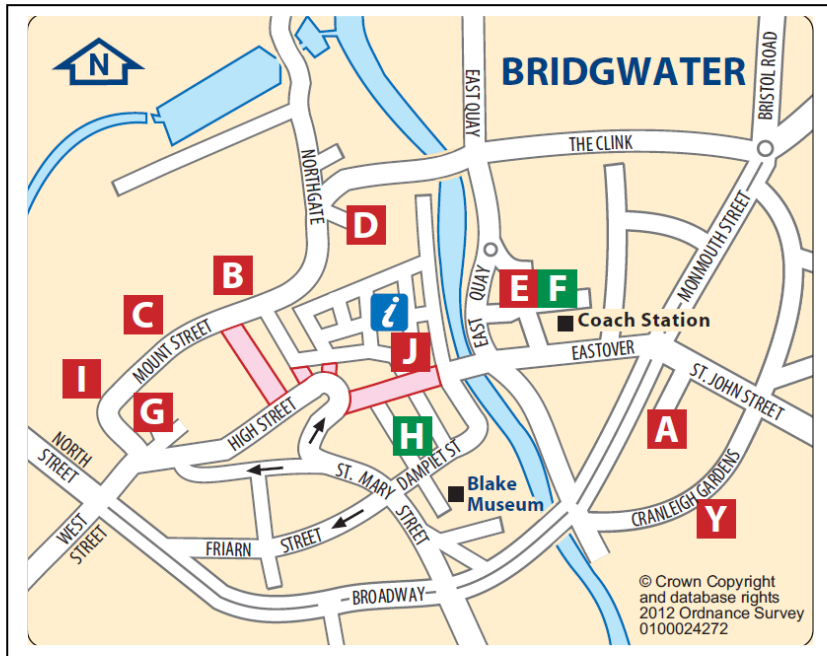
Set by service provider

Initial parking 14p

Optional confirmation text 10p

Optional end of stay warning text 10p

Optional stay extension 10p



Sedgemoor District Council Car Parks

2016/17

BRIDGWATER

- A St John St
- B Mount St East
- C Mount St West
- D Northgate
- E Eastover
- F Coach Station
- G Market Street
- H Dampiet Street
- J Queen Street
- 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