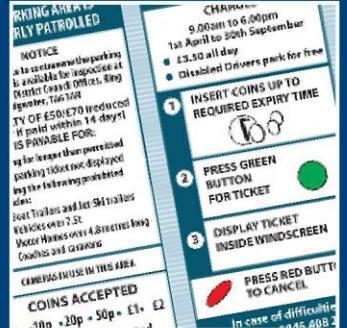


Sedgemoor
IN SOMERSET



Report on Parking Services

2014/15

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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 2014/15.

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	708
Burnham	4	642
Highbridge	1	109
Axbridge	1	20
Cheddar	2	193
Nether Stowey	1	19
Total	18	1,691

Apart from Nether Stowey, the Council charges 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. In addition, the Council 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.

Up to February 2015, the functions were split as below –

Sedgemoor DC

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

Somerset CC

- Patrol of car parks and issue of Penalty Charge Notices
- Processing Penalty Charge Notices

From February 2015, Somerset CC took over responsibility for collection of cash and receipt of cash from ticket machines.

3 Staff

The Transport Officer and External Works Officer direct policy and supervise maintenance and repairs, along with duties in other areas. The Clean Surroundings staff involved with cash collection retired in February 2015 and the function transferred to Somerset CC. Staff from Customer Services issue Season Tickets.

4 Income

Season Tickets

Season ticket sales have increased, principally due to a bulk purchase of season tickets by Somerset County Council for their staff based in Sedgemoor. There is a slight increase in the number of discounted season tickets sold to Sedgemoor DC staff.

Year	2013/14	2014/15	Difference
Season ticket sales	£72,820	£101,153	+39%
Staff season tickets sales	£30,229	£33,113	+10%

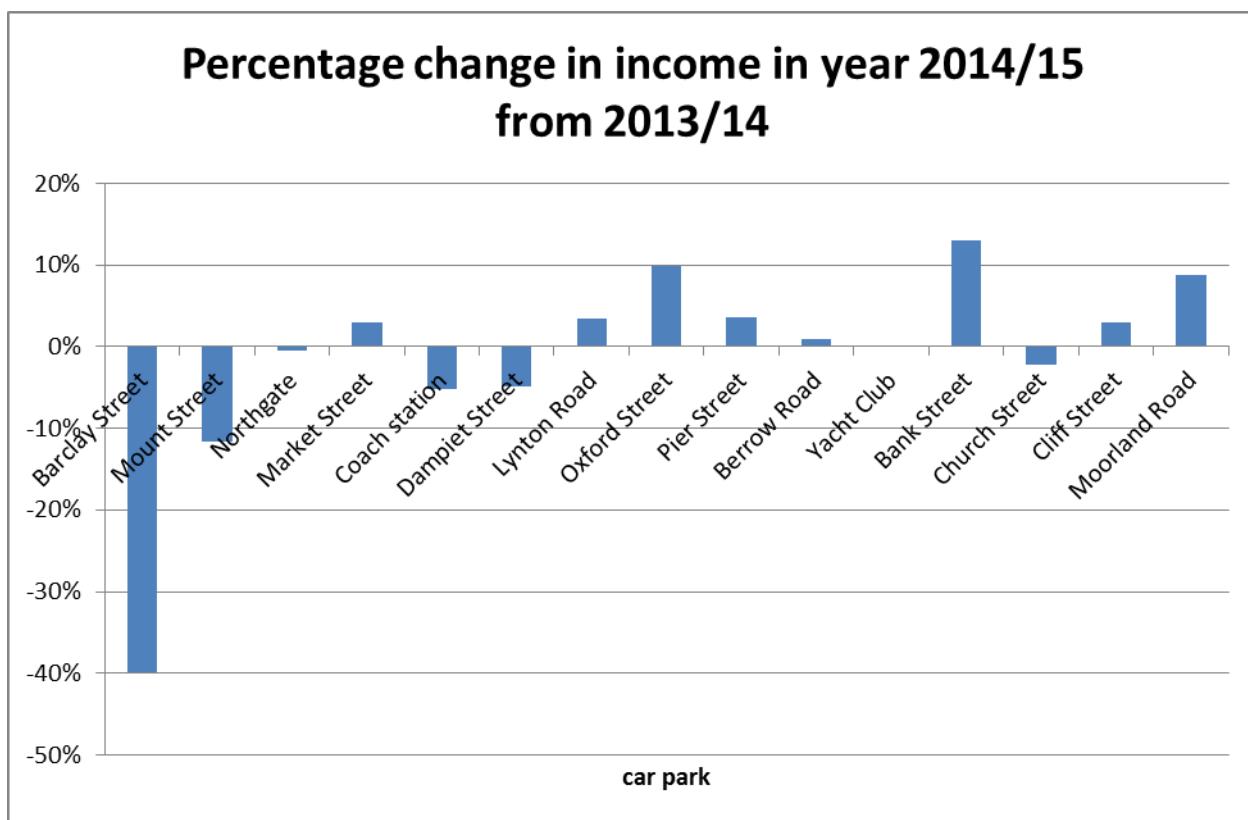
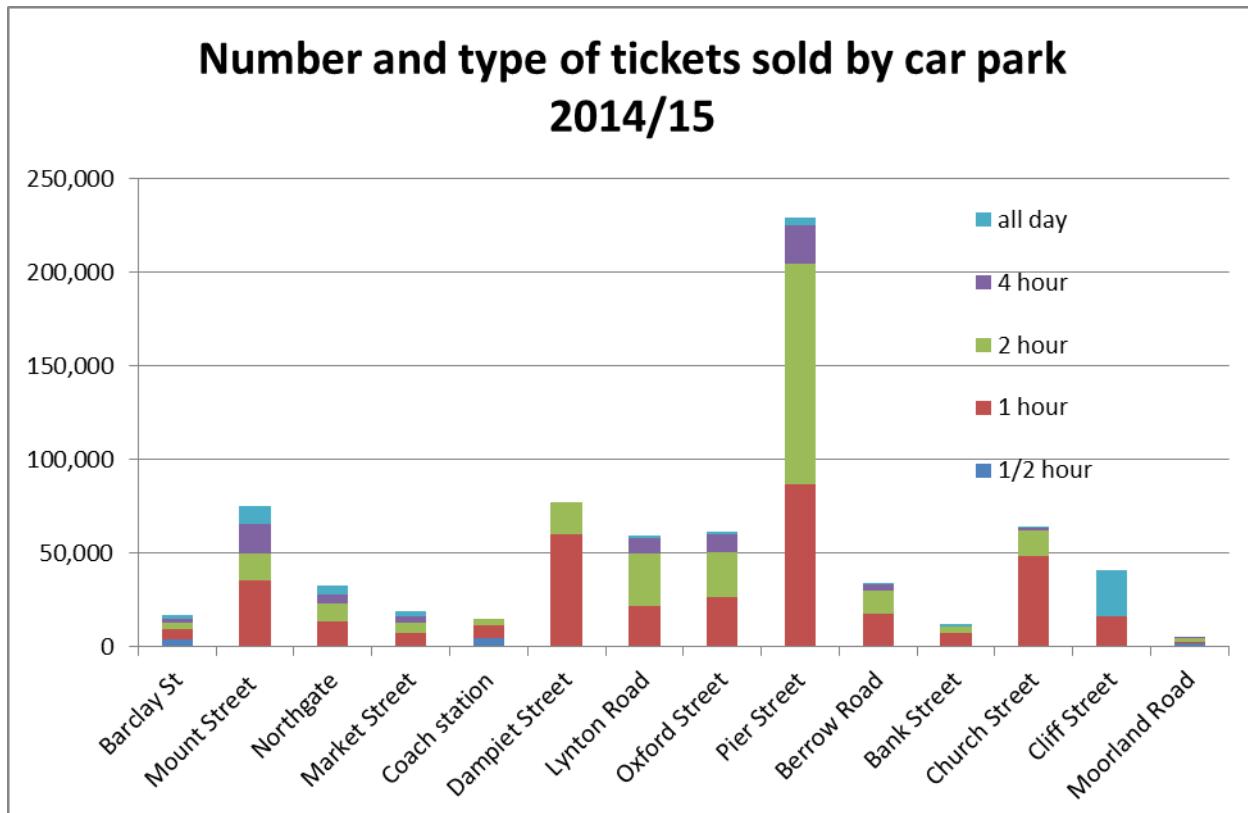
Day Ticket Sales

The Council removed the winter discount tariff at Pier Street and High Street car parks at Burnham-on-Sea in April 2014 and introduced a half-hour tariff at High Street, Burnham-on-Sea and Bank Street in Highbridge. Apart from those changes, ticket prices were the same in 2014/15 as the previous year. Day ticket income and number of tickets sold was broadly the same.

Year	2013/14	2014/15	Difference
Day ticket income	£899,667	£890,425	-1%
Number of day tickets sold	792,000	769,000	-3%

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

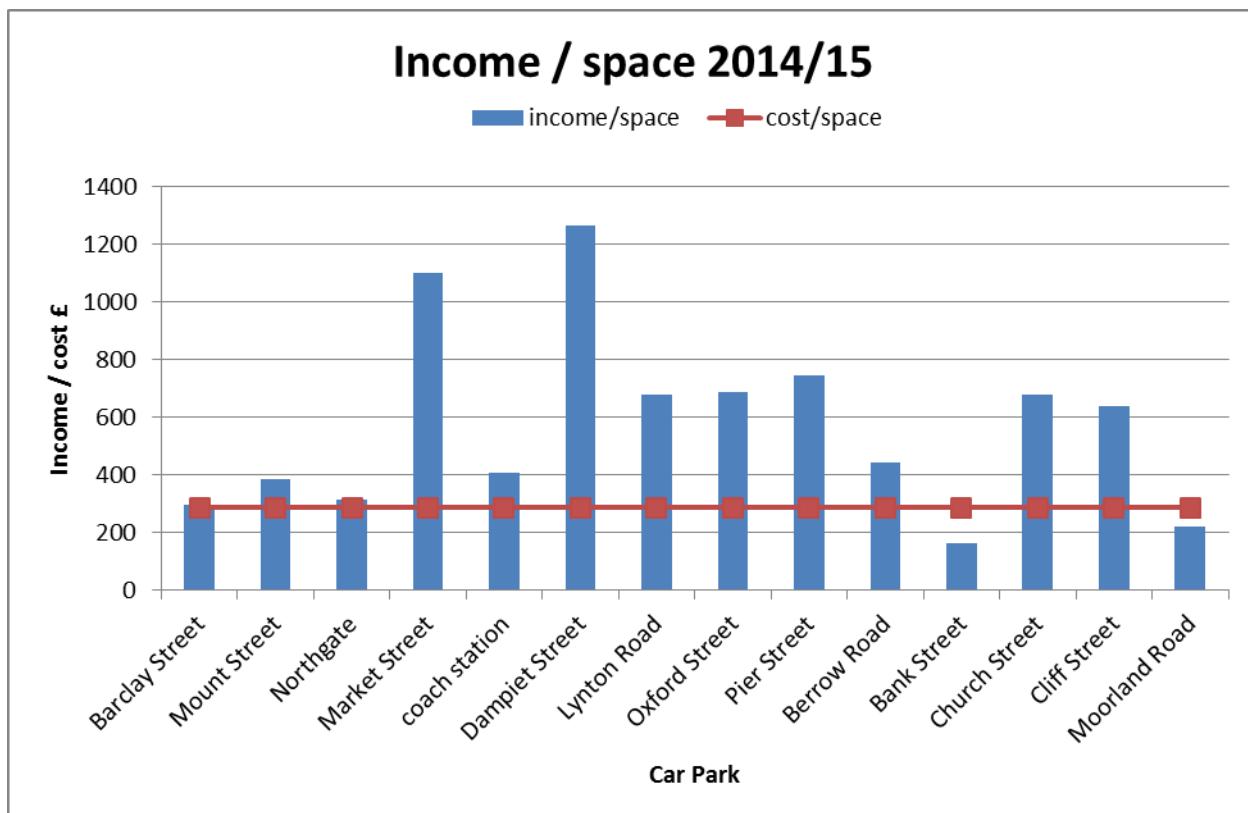
largest car park and is very popular in summer. Mount Street car park is the principal commuter car park in Bridgwater.



The chart above shows the change in ticket sales between 2014/15 and 2013/14. Bridgwater hospital re-located from the town centre to the edge of town during the report

period.

This has led to a significant reduction in the use of Barclay Street car park. The chart below shows the income/space for each car park compared to the cost of maintenance. Dampiet Street in Bridgwater is a short-stay car park has the greatest turnover per space.



Penalty Charges

Income from Penalty Charges was similar to the previous year, as shown below.

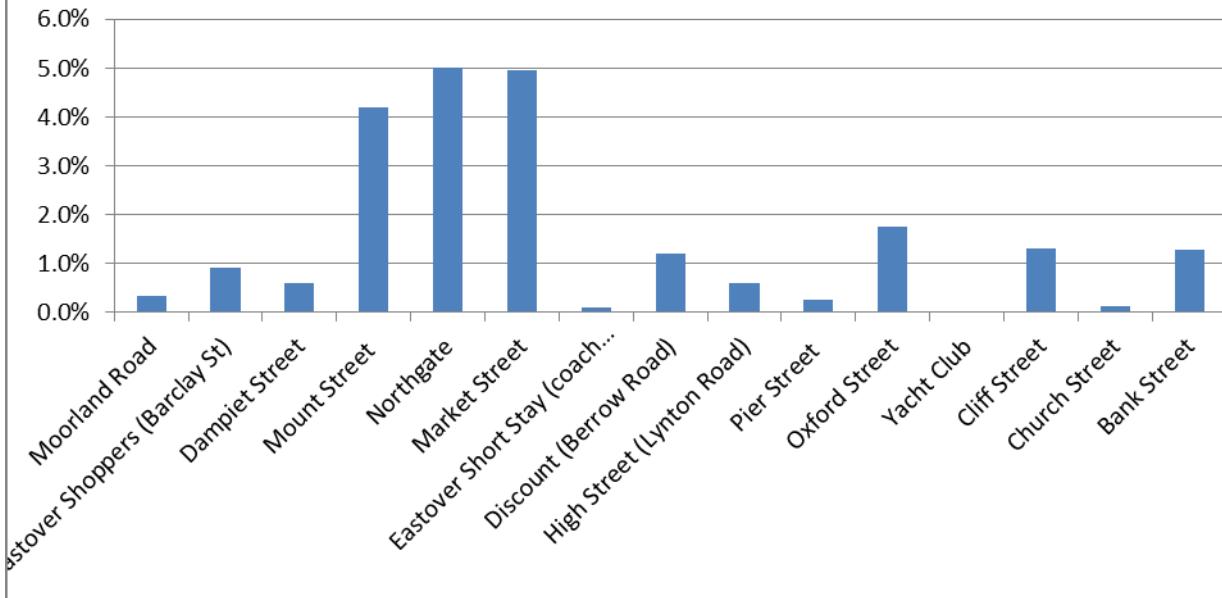
Year	2013/14	2014/15	Difference
Penalty Charge Income	£55,380	£56,942	+3%

5 Cashless Parking

The Council joined the Somerset Parking Partnership scheme to allow payment by mobile telephone in March 2014. The scheme will eventually cover all car parks and on-street pay bays operated by Somerset CC. 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 gradually increased to account for an average of 3% of day ticket sales with some individual car parks reaching 5%.

percentage of car park income from Phone and Pay transactions 2014/15



6 Expenditure

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

Item	2013/14	2014/15
Rates	136,199	141,911
Patrol (Somerset CC)	61,209	57,113
Cash collection (Somerset CC)	-	3,402
Cash collection (Clean Surroundings)	36,298	33,680
Management	55,579	61,314
CCTV contribution	24,635	24,907
Cleaning	25,772	24,505
Support costs	16,682	23,060
Receipt of cash	11,118	-
Repairs	11,189	12,863
PCN processing (Somerset CC)	19,031	16,695
Ticket machine service contract	11,845	11,136
Insurance contribution	4,950	4,950
Horticultural maintenance	8,574	10,068
Ticket machine replacement	7,154	7,366
Utilities	13,595	13,316
Miscellaneous	4,627	1,249
TUPE transfer costs (from 2012/13)	3,000	-
Total	£448,558	£447,547

Expenditure in 2014/15 was in line with expenditure in 2013/14. Management and support costs are internal Sedgemoor DC recharges reflecting the proportion of staff time spent on car parking issues. During the report period, more time was spent on car parks than the previous year due to preparation work for surface marking and repair contracts, scheduled for 2015/16.

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, two ticket machines were replaced in Mount Street west car park in Bridgwater, two tariff signs were replaced at Pier Street in Burnham on Sea and five corroded lighting columns were replace in various car parks.

Customers report faults with ticket machines by contacting Customer Services. Most defects can be readily rectified by Clean Surroundings 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

Castle Street car park at Nether Stowey was transferred to Nether Stowey Parish Council in June 2014. Moorland Street car park in Axbridge has been offered for sale to Axbridge Town Council but the sale was not completed during the report period.

9 Enforcement

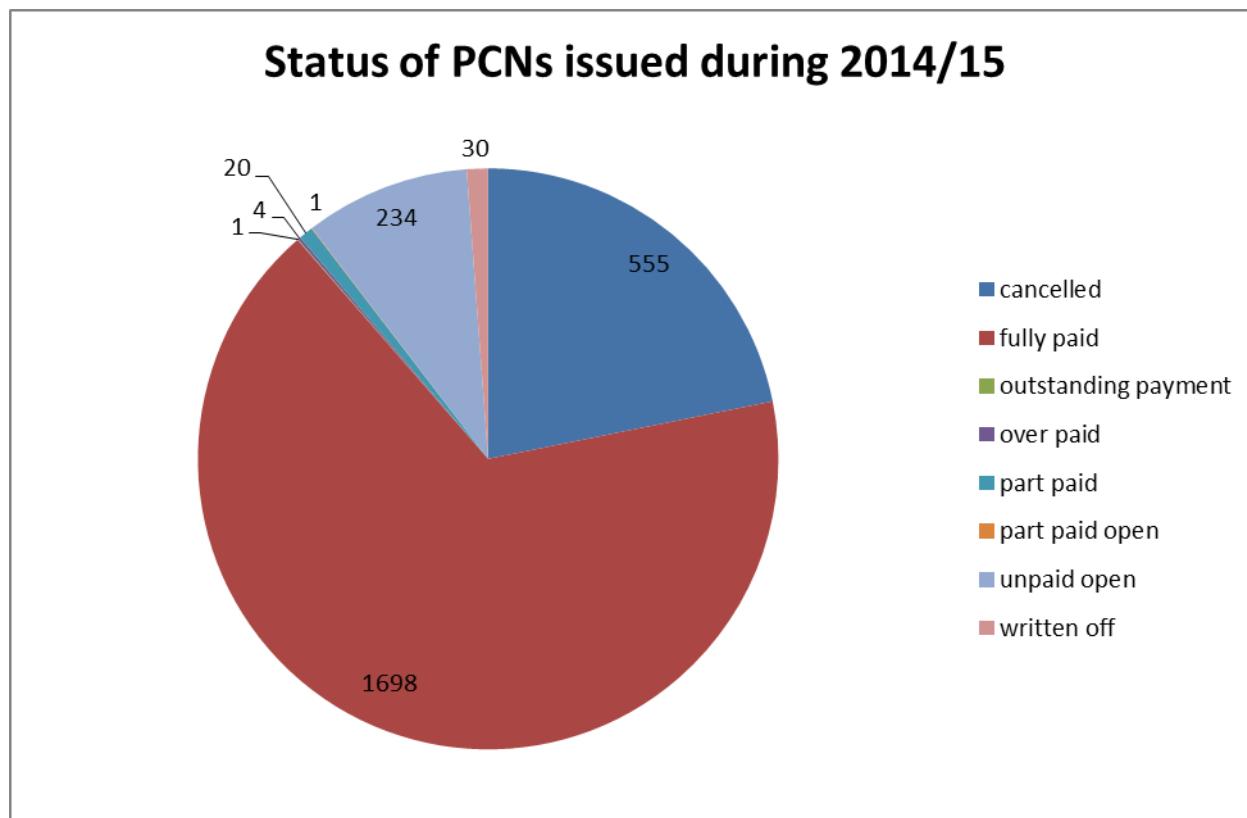
The Civil Enforcement Officers issue Penalty Charge Notices using electronic ticket issuing machines. The machines also take photographs of the offence. These machines download by Wi-Fi to NSL's notice processing system. NSL follows the national guidelines for recovering any un-paid PCNs. NSL handle 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	2013/14	2014/15	Difference
Number of PCNs Issued	2,216	2,540	+15%

The chart below shows the status of Penalty Charge Notices issued in 2014/15 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 very encouraging at 85%, 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.



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 2014/15 has seen a slight reduction in the number of customers using car parks but an increase in season ticket sales ensured a slight increase in income over the previous year. The use of the phone and pay parking option has also increased in popularity.

Year	2013/14	2014/15	Difference
Income £	£1,058,096	£1,081,633	+2%
Expenditure £	£448,558	£447,547	-

Net Income £	£609,538	£634,086	+4%
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Appendix A

Parking Charges 2014/15

Rev D

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	30p	60p	£1.20	£2.40	£3.50	XC	XC	long	N					
Mount Street E*	3901	X	70p	£1.40	£2.60	£4.50	Free	Free	long	N					
Mount Street W *	3902	X	X	X	£2.60	£4.50	XC	XC	long	N					
Northgate *	3903	X	70p	£1.40	£2.60	£4.50	XC	XC	long	N					
Market Street*	3904	X	70p	£1.40	£2.60	£4.50	XC	XC	long	N					
Dampiet Street	3905	X	70p	£1.40	X	X	XC	XC	short	N					
Eastover short stay (Coach Station)	3906	30p	70p	£1.40	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 £5.00, 24 hrs/day					XC	XC	permit	N/A					
Burnham-on-Sea															
Boat trailers (Coaches free)															
High Street * (Lynton Rd)	3908	30p	70p	£1.40	£3.20	£5.00	XC	XC	long	Y					
Oxford Street *	3909	30p	70p	£1.40	£2.60	£4.50	XC	XC	long	Y					
Pier Street E *	3910	X	70p	£1.40	£3.20	£5.00	£4.50	£6.50	long	Y					
Pier Street S *	3911	X	70p	£1.40	£3.20	£5.00	XC	XC	long	Y					
Discount (Berrow Rd) *	3912	X	60p	£1.20	£2.40	£3.50	XC	XC	long	Y					
Pier Street W	3913	30p	70p	£1.40	X	X	XC	XC	short	Y					
Yacht Club (1st Apr to 30th Sept)	3914	X	X	X	X	£3.50	XC	XC	long	Y					
Highbridge															
Bank Street *	3915	30p	60p	£1.20	£2.40	£3.50	XC	XC	long	N					
Cheddar															
Church Street *	3916	X	60p	£1.20	£2.40	£3.50	XC	XC	long	Y					
Cliff Street *	3917	X	70p	£3.50	£3.50	£3.50	XC	XC	long	Y					
Axbridge															
Moorland Street	3918	30p	60p	£1.20	£2.40	X	XC	XC	short	N					
Season tickets															
Season tickets may be used in all car parks indicated by *							discount on the bulk sale of tickets								
							number	discount							
							1 - 4	nil							
							5 - 9	5%							
							10 - 19	10%							
							20 - 39	20%							
							40 - 69	30%							
							70 - 99	40%							
							100+	50%							
administration fee for issuing duplicate for lost or stolen season tickets £5.00															
Contractors vehicles															
£10/vehicle/week															
Conditions							Penalty Charges								
X = Not available							Set by national legislation, £70 or £50 reduced by 50% if paid within 14 days								
XC = Coach parking not available															
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

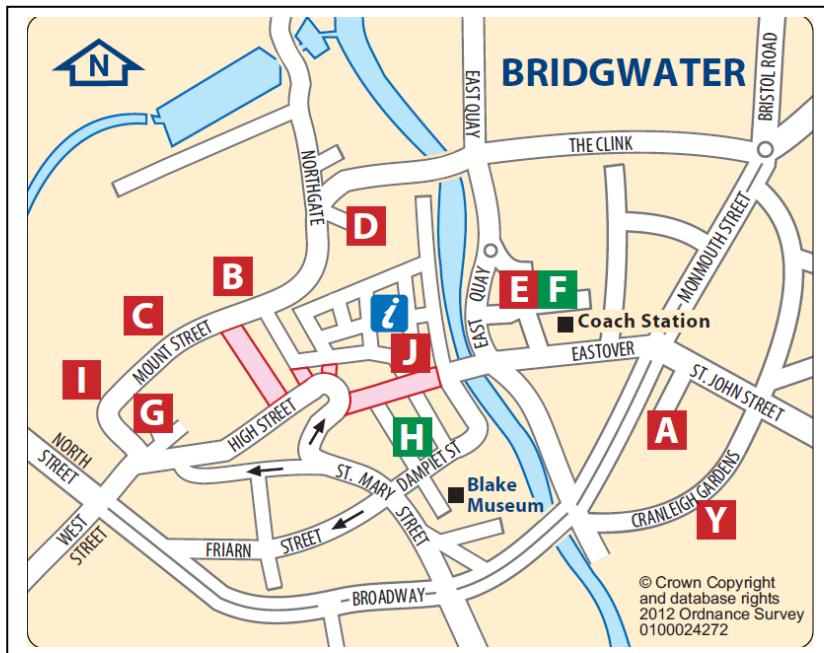
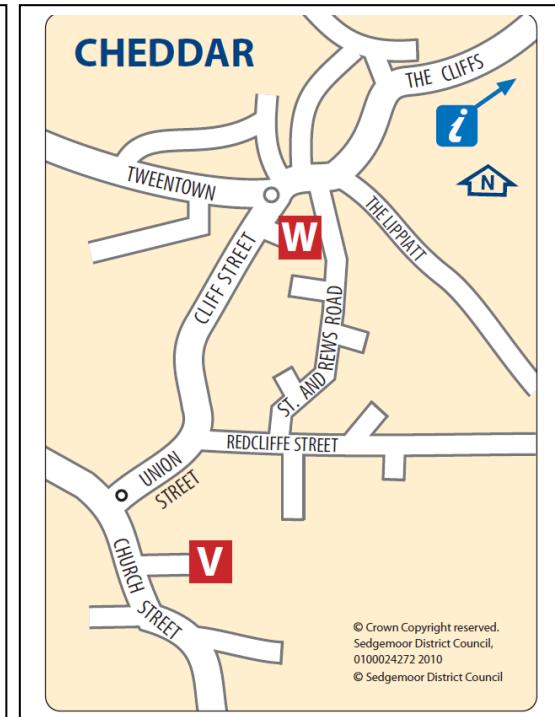
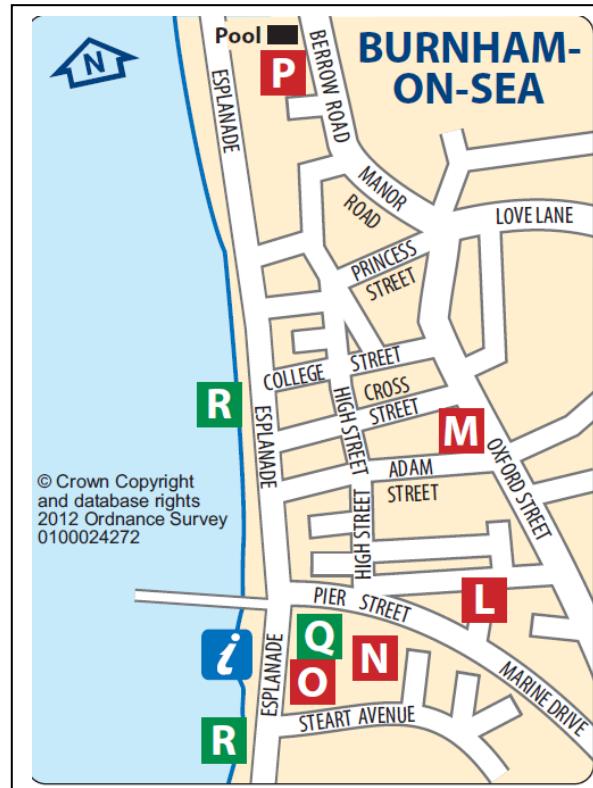
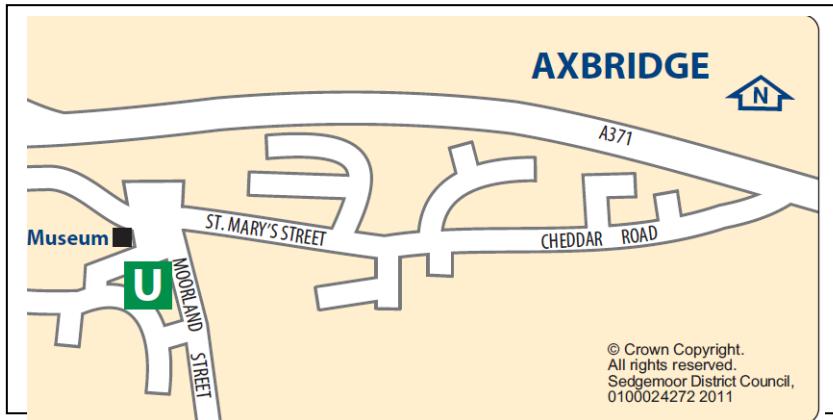
Set by service provider

Initial parking 14p

Optional confirmation text 10p

Optional end of stay warning text 10p

Optional stay extension 10p



Y Eastover Park

- | | | |
|-----------------|--------------------|--------------------|
| A St John St | H Dampiet Street | Q Pier Street West |
| B Mount St East | J Queen Street | R Esplanade |
| C Mount St West | L High Street | S Bank St |
| D Northgate | M Oxford Street | U Moorland St |
| E Eastover | N Pier Street East | V Church St |
| F Coach Station | O Pier St South | W Cliff St |
| G Market Street | P Discount | X Castle Street |

