

Briefing Note

18th May 2016

Re: Parking Fees & Charges

Briefing author: Trevor Kennett, Interim Head of Operational Services

The Council has received a petition from 829 valid signatories relating to the parking fees and charges increase agreed in the Council's budget for 2017 – 2019, which came in to effect on the 1st April 2017.

The petition stated:

“We the undersigned petition the Council to: We want Thanet District Council to reconsider their increase in parking charges for 2017. Especially in relation to the increase in off street car park charges. Thanet relies on tourism and visitors and the excessive price increases will have a detrimental effect on visitor numbers. The increase for the first hour of parking from £1.60 to £4.00 is not justified and as well as deterring visitors it may also stop people shopping locally where the car parks are in town centres. Thanet needs to encourage tourism and these new charges can only have a negative effect.”

Context

1. Parking charges have not significantly increased since 2009.
2. The average price increase across the car parks, excluding the 5 seasonal and 1 all-year round car parks is 20p per hour
3. The increase from £1.60 to £4.00 only affects 5 seasonal car parks and 1 all-year-round car park across the district.
4. The 5 seasonal car parks that have the new £4 one hour charge between 1 April – 31 October are:
 - a. Albion Street, Broadstairs.
 - b. Chandos Square, Broadstairs.
 - c. Broadstairs Harbour, Broadstairs.
 - d. Joss Bay, Broadstairs.
 - e. Marine Esplanade, Ramsgate.

	1 Hour	2 Hours	3 Hours	4 Hours	5 Hours/All Day
Current Charge 2017/18	£4.00	£6.00	£8.00	£10.00	£12.00
New Charge Option 1	£2.00	£4.00	£6.00	£8.00	£12.00
New Charge Option 2	£2.50	£4.00	£6.00	£8.00	£12.00

5. The above seasonal car parking charges are 1 hour £4, 2 hours £6, 3 hours £8, 4 hours £10 and all day £12.

Winter charges on the above 5 car parks vary between 80p per hour, £1.10 per hour and £1.20 per hour up to the maximum of 5 hours which gives 24 hours parking.

5. Dreamland, Margate has the new £4 one hour charge all year round.
 - a. The charges are 1 hour £4, 2 hours £6, 3 hours £8, 4 hours £10 and all day £12.

The following car parks across the district are **not** affected by the new £4 charge

See Appendix 1

It is worth noting the following for the majority of our car parks on this list, that:

- First hourly parking rates start at 20p and go to a maximum of £1.10, with the exception of the Harbour.
- The average increase across the majority of these car parks is 20p per hour

Pricing modelling

The 2017 – 2018 budgets was agreed and based on projected income modelling and based on the front loading of the new £4 charge.

We have re-run the pricing modelling based on a reduced £2 charge for the first hour and then keeping the back loading of £12 for all day parking.

The projected loss of income across the budget for the 6 car parks would be approximately £20,000.

We have re-run the pricing modelling based on a reduced £2.50 charge for the first hour and then keeping the back loading of £12 for all day parking.

The projected loss of income across the budget for the 6 car parks would be approximately £10,000.