

**INFORMATION NOTE: OUTCOMES OF INCREASED CAR PARKING CHARGES/PROVISION OF A BETTER PARKING SERVICE IN HITCHIN**

PRESENTED BY THE CORPORATE STRATEGIC PLANNING AND ENTERPRISE MANAGER

**1. BACKGROUND**

- 1.1 At the last meeting of the Hitchin Committee in March 2010 it was requested that an officer's report be presented to the next meeting of the Hitchin Committee that would appraise the outcomes of the increased car parking charges in Hitchin and *inter alia* seek to provide a better car parking service for Hitchin.

**2. OVERVIEW**

- 2.1 Following discussion with The Strategic Director of Planning, Housing & Enterprise, the Portfolio Holder for Planning & Transport and the Contracts & Projects Manager for Car Parking Services that a report to Hitchin Committee in June is premature given that the new tariff structure has only been operating since April 1<sup>st</sup> 2010.
- 2.2 Other key points that will need to be considered include:
- The Parking Strategy adopted in September 2009 and related Action Plan;
  - The tariff change strategy was different to previous years. '10p across the board' changes;
  - Only total ticket sales and total income information is available from machines – i.e. data on ticket sales in specific price bands is not available;
  - The tariffs put in place are comparable with key privately run car park tariffs in the town centre. Usage data on these car parks is available only from the 2008 survey;
  - The 'Pay by Phone' service was implemented on 15th March 2010. This is a totally new service to the district and data on usage is available in some detail;
  - At the time of writing there is 1 complete month's car park ticket/Pay by Phone sales data for the current financial year. A clearer picture of car park activity will be possible after several months' data has been gathered and analysed;

- Any report on car park activity should take into account any information on on-street parking;
- Other more general town centre related information such as vacancy rates – albeit bearing in mind the short term nature of the information available.

### **3. CONCLUSION**

- 3.1 That the Hitchin Committee note the content of this Information Note and request that officers provide a full report on the outcomes of the increased car parking charges in Hitchin to the Committee in September 2010.

### **4. CONTACT OFFICERS**

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