# Technical Note – Summary of car park trend data 2017/18 and recommendations for the 2018/19 inflationary adjustment

## NHDC parking strategy

Project No. 16023-01 March 2018

Client NORTH HERTFORDSHIRE DISTRICT COUNCIL

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## 1. Introduction

1.1 North Hertfordshire District Council (NHDC) commissioned Markides Associates (supported by Civix) to review its Parking Strategy. Phase 1 of this review involved a review of parking tariffs and recommendations.

1.2 Several of these recommendations were subsequently implemented in May 2017:

- Greater differentiation between more and less popular car parks in Hitchin - this included an increase in short stay tariffs in the town centre car parks, discounted rates in the Lairage multi-storey car park and a discounted offer to encourage more people to park in the quiet late afternoon period.
- Harmonisation of the short stay tariffs in Royston town centre, and discounted rates in the under-utilised Civic Centre car park.

1.3 The car park tariffs in Baldock, Letchworth and Knebworth were not changed in May 2017. Some changes to long stay tariffs were implemented a year earlier in May 2016, and therefore within the timeframe of the data used to predict the potential revenue impacts.

1.4 Unless otherwise specified, the 'predicted changes' refers to the predictions calculated for the North Hertfordshire District Council Parking Strategy Review Phase 1 report submitted in February 2017.

1.5 This technical note summarises the change in car park use and revenue observed in the seven-month period from June to December 2017 compared to the previous year. An interim 2017/18 annual revenue estimate is produced, which can be used as the basis for testing inflationary increases for 2018/19.

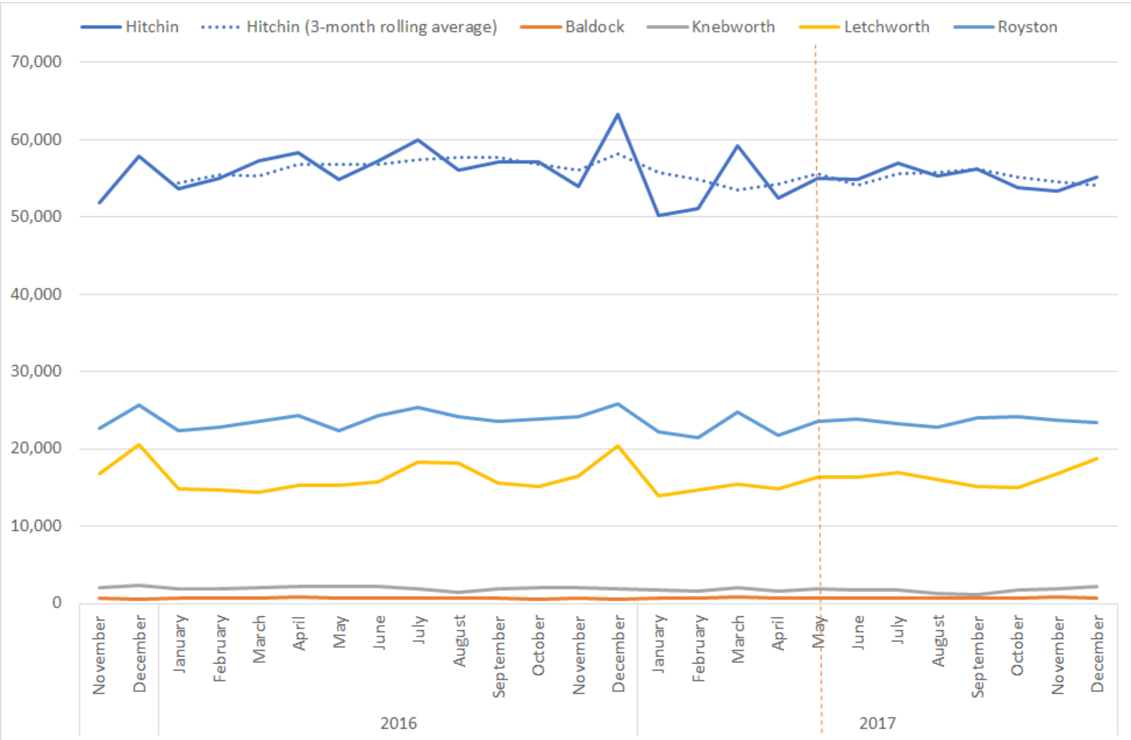
1.6 All figures in sections 2 to 5 are quoted in nominal prices and are inclusive of VAT. This is because the forecasts of potential behaviour change are based on user-perceived costs, which include any VAT they pay. However NHDC budgeting is done excluding VAT, so in the concluding section, estimates of 2017-18 and 2018-19 income exclusive of VAT are produced.

1.7 Figure 1 shows the monthly trend in car park sales by town centre over the last two years. Monthly sales can fluctuate because of daily variation and the number of weekdays and Saturdays that fall within a given month, and therefore a 3-month rolling average is plotted for Hitchin to show the trends more clearly.

1.8 In the summer of 2017, no immediate short-term shift in the number of transactions is observed in response to the May 2017 tariff changes.

1.9 It is also unexpected that the December peak in 2017 is considerably less pronounced than in 2016 in Hitchin and Royston.

**Figure 1 – Monthly trend in the number of car park transactions by town centre[1]**



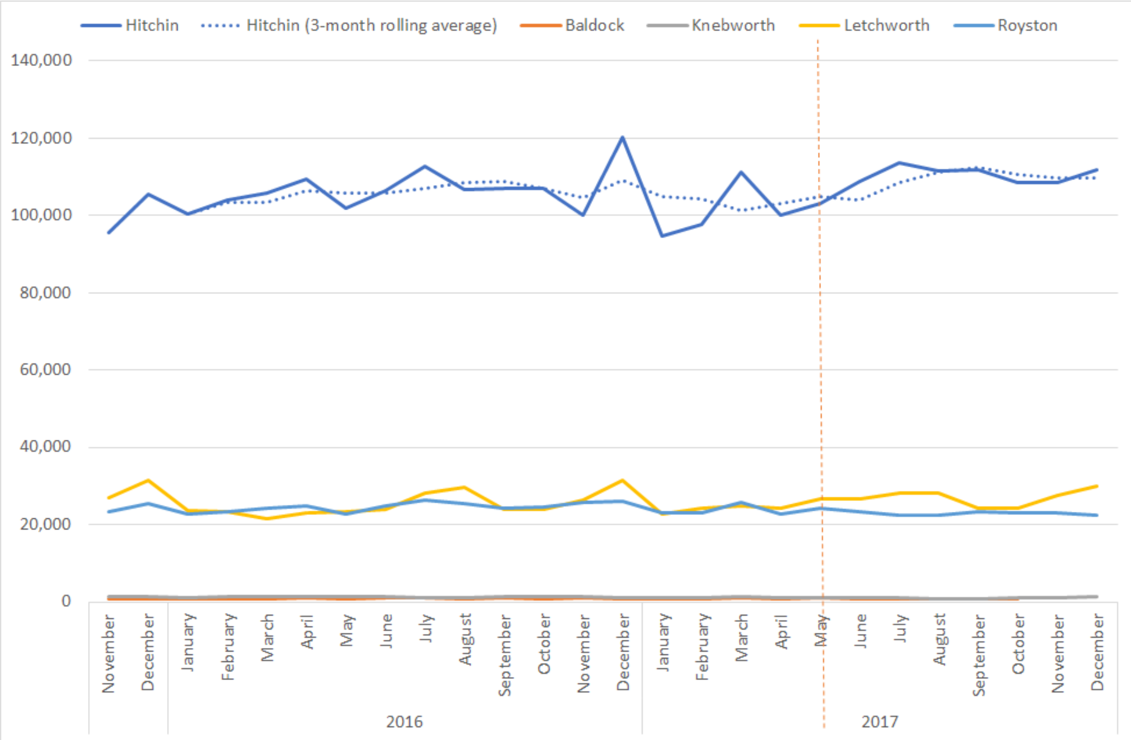

1.10 Figure 2 shows the equivalent revenue profile over the same two-year period. No immediate short-term shift in revenue is observed in summer 2017 as a result of the May 2017 tariff changes.

1.11 The observed data should be considered in the context of the background trends set out in the recent Parking Strategy Review. The town centres have experienced a longer-term decline in daily shopping activity, although in some cases this is offset by increased leisure and hospitality activity. Recent National Travel Survey data confirms that there is a longer-

[1] Excluding Hitchin Swim Centre and Letchworth Norton Common

term decline in the number of short trips that people make nationally, including local shopping and personal business trips. However, the long-term decline in the number of trips per person needs to be seen in the context of a growing population in North Herts.

**Figure 2 - Monthly trend in car park revenue by town centre[1]**




1.12 Sections 2 to 5 will illustrate how the elasticity-based approach used previously predicted some of the responses to tariff changes reasonably well. In other cases, predictions were out, probably where unforeseen external factors affected demand temporarily during the year. Yet in several car parks a downward trend in parking sales was observed that appears to be indicative of a longer-term trend.

1.13 In light of these findings, it is proposed that a range of forecasts is presented for 2018/19 to reflect the uncertainty about these trends:

- High estimate – assuming no change in the number of parking transactions (i.e. people simply adapt to the inflationary increase with no shift in demand).
- Central case – calculated based on the short stay and long stay price elasticity previously calculated for each of the towns
- Low estimate – short-term response calculated based on the short stay and long stay price elasticity but baseline sales include an annual downward trend in sales equivalent to that seen in 2017/18 where applicable.

## 2. Baldock

2.1 The long stay tariff in the Twitchell in Baldock had an inflationary increase in May 2016 from £1.30 to £1.50. No change to tariffs was implemented in May 2017.

**Table 2.1 – Baldock – change in car park transactions**

| Car park | Transactions Jun-Dec 2016 | Transactions Jun-Dec 2017 | Change | Change % | Predicted change % |
|---|---|---|---|---|---|
| The Twitchell | 4,550 | 4,669 | 119 | +3% | -3% |

**Table 2.2 – Baldock – change in car park revenue**

| Car park | Revenue (£) Jun-Dec 2016 | Revenue (£) Jun-Dec 2017 | Change (£) | Change % | Predicted change % |
|---|---|---|---|---|---|
| The Twitchell | 6,252 | 6,400 | 147 | +2% | +8% |

2.2 It was predicted that the increase in long stay tariffs in May 2016 would lead to a slight reduction in transactions and an increase in revenue. In practice both the number of transactions and revenue have increased more slightly. However, the total change over the 7-month period evaluated is very small and equates to less than a single vehicle per day.

# 3. Hitchin

3.1 Hitchin saw a relatively radical overhaul of the tariff structure in the short stay car parks, with an increase in all tariff bands. By contrast, a discounted 'cheaper after 3' tariff structure was introduced.

3.2 Additional discounts were implemented in the Lairage offering up to 4 hours parking for £2 to attract medium stay users to this MSCP to free up space in the higher turnover short stay car parks.

3.3 Additionally, the long stay tariff in Bancroft, Lairage and Woodside had an inflationary increase in May 2016, which was predicted to lead to a small reduction in long stay transactions and a small revenue increase.

3.4 The 'predicted change' in this case only includes the 'cheaper after 3' tariff on weekdays and not on Saturday as subsequently implemented.

**Table 3.1 – Hitchin – change in car park transactions**

| Car park | Transactions Jun-Dec 2016 | Transactions Jun-Dec 2017 | Change | Change % | Predicted change % |
|---|---|---|---|---|---|
| Bancroft | 39,055 | 38,660 | -395 | -1% | -3% |
| Biggin Lane | 19,718 | 18,827 | -891 | -5% | -4% |
| Christchurch | 21,479 | 20,346 | -1,133 | -5% | -1% |
| Lairage | 46,147 | 46,460 | 313 | +1% | -4% |
| Portmill East | 70,282 | 66,357 | -3,925 | -6% | -7% |
| Portmill West | 68,683 | 63,683 | -5,000 | -7% | -7% |
| St Mary's Square | 103,295 | 96,997 | -6,298 | -6% | -7% |
| Woodside | 36,073 | 34,358 | -1,715 | -5% | -8% |
| **Total** | **404,732** | **385,688** | **-19,044** | **-5%** | **-6%** |
| *Swim Centre*[2] | *23,965* | *21,869* | *-2,096* | *-9%* | *0%* |

**Table 3.2 – Hitchin – change in car park revenue**

| Car park | Revenue (£) Jun-Dec 2016 | Revenue (£) Jun-Dec 2017 | Change (£) | Change % | Predicted change % |
|---|---|---|---|---|---|
| Bancroft | 82,296 | 83,010 | 713 | +1% | -1% |
| Biggin Lane | 34,448 | 36,197 | 1,749 | +5% | +8% |
| Christchurch | 37,534 | 40,189 | 2,654 | +7% | +10% |
| Lairage | 84,805 | 78,665 | -6,140 | -7% | 0% |
| Portmill East | 121,080 | 128,219 | 7,139 | +6% | +9% |
| Portmill West | 114,605 | 117,878 | 3,273 | +3% | +9% |
| St Mary's Square | 191,117 | 198,849 | 7,731 | +4% | +9% |
| Woodside | 94,329 | 91,756 | -2,572 | -3% | 0% |
| **Total** | **760,215** | **774,763** | **14,548** | **+2%** | **+6%** |
| *Swim Centre* | *32,454* | *30,403* | *-2,052* | *-6%* | 0% |

3.5 The predicted reduction in parking transactions in Hitchin is slightly less than predicted in most of the car parks. However, while the average revenue per transaction has increased, the predicted increase in revenue has only partially materialised.

3.6 Further analysis of the data from the short stay car parks shows the following:

- The 'cheaper after 3' concept was intended to encourage visitors to dwell longer when the short stay car parks were under-utilised, and the policy has been very successful in this respect. In 2016, 69% of visits purchased after 3 were for 1 hour, while in 2017 over 83% of visits purchased were for 2 or 3 hours. The same pattern is observed on Saturdays (from 55% 1-hour visits to 87% 2-3 hour visits).

[2] Swim centre shown separately since the revenue is accounted for separately

- The lower than expected increase in revenue is predominantly due to the greater than predicted uptake of the 'cheaper after 3' offer, and in particular its introduction on Saturdays.
- Conversely, there has been no significant shift in the proportion of trips at different times of the day and week. This means that the 'cheaper after 3' policy does not seem to have shifted the time of day that people visit the town centre. The same number of people visit at this time of day, but they stay for longer.
- The exception to this is that the proportion of tickets purchased after 3pm on Saturday has fallen slightly relative to the rest of day. There was previously less spare capacity on Saturdays, and the introduction of the 'cheaper after 3' policy on Saturday appears to be reducing car park turnover more than is desirable. It is therefore recommended that it is strongly in the interest of the town centre to remove the 'cheaper after 3' policy on Saturdays in Hitchin.

3.7 Further analysis of the data from the short stay car parks shows the following:

- The effort to improve utilisation in the Lairage MSCP has partially been successful with a small increase in transactions.
- As intended the new 4-hour time band and discount offer is attracting medium stay visitor to the Lairage, with 35% of transactions now made up of 4-hour tickets (previously 28% were 3-hour tickets). Yet this means that the remaining increase in medium stay use is at the expense of the long stay tariff band. This explains the larger than expected fall in revenue.
- Demand at the other long stay car parks has been reasonably stable. The tariff structure was amended to align with the 'cheaper after 3' policy in the short stay car parks. The same pattern can be seen with no shift in demand between times of the day and week, but a shift to longer visits after 3pm. Across all of the long stay car parks, the shift in transactions after 3pm was from 55% 1-hour visits to 52% 2-3 hour visits on weekdays, and no significant change on Saturdays with 2-3 hour visits remaining at 77%.

3.8 In terms of potential changes in 2018/19 or thereafter, some of the long stay tariff bands were not changed in 2017 and could be prioritised for an incremental increase. Changes to the 3- and 4-hour bands would create a further incentive to move more medium and long stay users to the Lairage MSCP.

## 4. Letchworth

4.1 The long stay tariff in the Hillshot and multi-storey car parks had an inflationary increase in May 2016. No change to tariffs was implemented in May 2017.

**Table 4.1 – Letchworth – change in car park transactions**

| Car park | Transactions Jun-Dec 2016 | Transactions Jun-Dec 2017 | Change | Change % | Predicted change % |
|---|---|---|---|---|---|
| Hillshot | 19,969 | 17,827 | -2,142 | -11% | +1% |
| MSCP - Long L4 - L9 | 8,727 | 9,566 | 839 | +10% | +1% |
| MSCP - Short L1 - L3 | 39,486 | 36,999 | -2,487 | -6% | +1% |
| Town Hall | 51,327 | 50,628 | -699 | -1% | +1% |
| Norton Common | 23,965 | 21,869 | -2,096 | -9% | 0% |
| **Total** | **129,095** | **123,768** | **-5,327** | **-4%** | **+1%** |

**Table 4.2 – Letchworth – change in car park revenue**

| Car park | Revenue (£) Jun-Dec 2016 | Revenue (£) Jun-Dec 2017 | Change (£) | Change % | Predicted change % |
|---|---|---|---|---|---|
| Hillshot | 35,779 | 32,018 | -3,760 | -11% | +2% |
| MSCP - Long L4 - L9 | 23,363 | 27,081 | 3,718 | +16% | +2% |
| MSCP - Short L1 - L3 | 43,742 | 42,988 | -753 | -2% | +1% |
| Town Hall | 83,995 | 86,770 | 2,775 | +3% | +1% |
| Norton Common[3] | 4,150 | 2,879 | -1,271 | -31% | 0% |
| **Total** | **188,538** | **190,009** | **1,471** | **+1%** | **+1%** |

4.2 Contrary to predictions, there has been a fall in parking transactions in Letchworth. Yet revenue projections across the car parks have seen a very small increase as predicted.

4.3 The significant changes in demand have occurred between the car parks. The Hillshot car park has lost some patronage and the multi-storey car park has picked up additional demand. It is unclear what exactly has driven these shifts in demand within the town centre. The NHDC offices attract a number of visitors and the refurbishment may be responsible for some of this shift. Furthermore, the Heritage Foundation continues to follow its own objectives, announcing in November the opening of Broadway Gardens Car Park targeted at commuters.

# 5. Royston

5.1 In May 2017 the central car parks in Royston (Angel Pavement, Market Place, Priory Gardens and Market Hill) were converted to short stay only to increase turnover. Furthermore, the free parking offer in Angel Pavement was removed to reduce confusion.

5.2 The 2-hour tariffs in the Warren and Civic Centre car parks were cut to encourage users staying longer than an hour out of the central car parks.

[3] 40% revenue accruing to NHDC car parks

5.3 The 'free after 3' policy supported by Royston First was retained.

5.4 Additionally, the long stay tariff in the Warren and Civic Centre car parks had an inflationary increase previously in May 2016.

5.5 The 'predicted change' in this case differs slightly from the original Strategy Review Phase 1 report because they take into account the effect of the continued 'free after 3' policy financed through the external contribution.

**Table 5.1 – Royston – change in car park transactions**

| Car park | Transactions Jun-Dec 2016 | Transactions Jun-Dec 2017 | Change | Change % | Predicted change % |
|---|---|---|---|---|---|
| Angel Pavement | 7,373 | 9,224 | 1,851 | +25% | -25% |
| Civic Centre | 48,897 | 50,115 | 1,218 | +2% | -1% |
| Market Hill | 13,305 | 12,009 | -1,296 | -10% | -6% |
| Market Place | 17,756 | 17,263 | -493 | -3% | -6% |
| Princes Mews | 48,747 | 44,981 | -3,766 | -8% | +1% |
| Priory Gardens | 8,123 | 8,446 | 323 | +4% | -3% |
| The Warren | 26,928 | 23,108 | -3,820 | -14% | +3% |
| **Total** | **171,129** | **165,146** | **-5,983** | **-3%** | **-2%** |

**Table 5.2 – Royston – change in car park revenue**

| Car park | Revenue (£) Jun-Dec 2016 | Revenue (£) Jun-Dec 2017 | Change (£) | Change % | Predicted change % |
|---|---|---|---|---|---|
| Angel Pavement | 2,635 | 7,184 | 4,549 | +173% | -78% |
| Civic Centre | 55,084 | 48,738 | -6,346 | -12% | -7% |
| Market Hill | 9,679 | 8,912 | -767 | -8% | -9% |
| Market Place | 17,020 | 15,508 | -1,512 | -9% | -9% |
| Princes Mews | 45,269 | 39,901 | -5,368 | -12% | +1% |
| Priory Gardens | 7,721 | 7,865 | 144 | +2% | -19% |
| The Warren | 39,574 | 31,691 | -7,883 | -20% | 0% |
| **Total** | **176,981** | **159,799** | **-17,183** | **-10%** | **-1%** |

5.6 Resurfacing works were undertaken in much of Royston town centre in autumn 2017. There appears to have been some impact on the town centre with a small shift from the central car parks to the Civic Centre during these months.

5.7 Overall the tariff changes in the central car parks appear to be achieving their objectives with an increase in transactions. Contrary to expectations, the loss of long stay users has not lead to a fall in revenue and total revenue from the central car parks has increased marginally. Moreover, the 2-hour offer in the Civic Centre car park has been successful at attracting some additional demand, but the fall in revenue is greater than expected.

5.8 There has been a continued fall in demand for the Princes Mews and the Warren car parks, resulting in a large fall in revenue. While these two car parks were least affected by the tariff changes implemented, they may be picking up additional long stay usage at the expense of short stay visitors or the trends are linked to wider external factors.

# 6. KNEBWORTH

6.1 No change to tariffs in the St Martin's Road car park in Knebworth was implemented in May 2017.

**Table 6.1 – Knebworth – change in car park transactions**

| Car park | Transactions Jun-Dec 2016 | Transactions Jun-Dec 2017 | Change | Change % | Predicted change % |
|---|---|---|---|---|---|
| St Martin's Road | 13,399 | 11,641 | -1,758 | -13% | 0% |

**Table 6.2 – Knebworth – change in car park revenue**

| Car park | Revenue (£) Jun-Dec 2016 | Revenue (£) Jun-Dec 2017 | Change (£) | Change % | Predicted change % |
|---|---|---|---|---|---|
| St Martin's Road | 8,523 | 6,707 | -1,816 | -21% | 0% |

6.2 There has been a surprising drop in usage and transactions in this car park, although the tariffs have not changed. The monthly figures reveal that demand is stable but there was an unexpected sharp drop in the months of August and September, which is probably the result of external factors affecting trips to the High Street during this time.

# 7. SUMMARY OF 2017/18 TRENDS

7.1 Interim estimates for 2017/18, based on the first three quarters of data, are presented in Table 7.1. Estimates of revenue for the last quarter are based on the 2016 profile and the Jun-Dec 17 revenue trend (with two months data excluded in Knebworth due to the impact of external factors).

**Table 7.1: Interim revenue estimates for 2017-18**

| Car parks | Interim 2017/18 revenue estimate (gross) | Interim 2017/18 revenue to NHDC (net of VAT) | Predicted 2017/18 revenue to NHDC (net of VAT) | Change | Change % |
|---|---|---|---|---|---|
| Baldock | 11,213 | 9,391 | 9,065 | 326 | 4% |
| Hitchin short stay | 859,319 | 718,959 | 767,572 | -48,613 | -6% |
| Hitchin long stay | 427,724 | 357,737 | 349,807 | 7,929 | 2% |
| Letchworth short stay | 216,526 | 181,218 | 177,167 | 4,050 | 2% |

| | | | | | |
|---|---|---|---|---|---|
| Letchworth long stay | 95,987 | 80,257 | 81,078 | -821 | -1% |
| Royston short stay | 131,436 | 33,482 | 32,876 | 606 | 2% |
| Royston long stay | 139,807 | 117,078 | 123,123 | -6,045 | -5% |
| Knebworth | 11,690 | 9,773 | 12,735 | -2,962 | -23% |
| Other sports facilities | 53,906 | 3,171 | 9,146 | -5,975 | -65% |
| **Total** | **1,947,608** | **1,511,066** | **1,562,570** | **-51,504** | **-3%** |

7.2 The interim results indicate that 2017/18 net revenue to NHDC will fall short of the predicted amount by around £50k or 3%. These figures do not include payments made by Royston First for the ‘free after 3’ scheme, which reduces the shortfall by some £5k.

7.3 The largest difference in revenue is observed in the short stay parking in Hitchin. As described above, the number of transactions is in line with predictions, but revenue has fallen. Further investigation shows that this is predominantly the result of the high take-up of the ‘cheaper after 3’ offer, and its introduction on Saturdays that was not included in the predictions.

7.4 The tariff changes in Royston have been a success in generating more turnover and revenue in the central car parks. However, the decline in revenue at Princes Mews and the Warren is surprisingly large and may indicate both a shift of long stay to users to these car parks and/or that there are external factors affecting demand for the adjacent retail offerings.

7.5 The downward trend in Knebworth is partially but not completely related to external factors in the months of August and September.

# 8. Recommendations for the 2018/19 Inflationary Increase

8.1 The following changes to tariffs are recommended in 2018/19:

- The 5.1% inflationary increases is applied to all tariff bands and rounded to the nearest 10p.
- All tariffs under £1.00 were not increased in 2017/18 and are therefore all increased by 10p.
- Several tariff changes were implemented following the parking strategy review. The resulting tariff structure should remain unchanged in 2018/19 except for two changes:
  - Removal of the cheaper after 3 policy in Hitchin on Saturdays; and
  - A steeper graduation of 3- and 4-hr tariff bands to push users from the short stay to the long stay car parks, and the more price sensitive users to the Lairage MSCP where there is still spare capacity.

8.2 The impact of these tariff changes has been calculated as high, central and low estimate as justified in section 1:

- High estimate – assuming no change in the number of parking transactions (i.e. people simply adapt to the inflationary increase with no shift in demand).

- Central case – calculated based on the short stay and long stay price elasticity previously calculated for each of the towns
- Low estimate – short-term response calculated based on the short stay and long stay price elasticity, but baseline sales include an annual downward trend in sales equivalent to that seen in 2017/18 where applicable.

8.3 The resulting estimates of net revenue to NHDC ate shown in Table 8.1. Additional revenue of £275,900 is predicted from the 5.1% increase in season tickets.

**Table 8.1: Revenue estimates (accruing to NHDC, net of VAT)**

| Car parks | Interim 2017/18 revenue estimate | High estimate 2018/19 | Central estimate 2018/19 | Low estimate 2018/19 |
|---|---|---|---|---|
| Baldock | 9,391 | 9,998 | 9,910 | 9,536 |
| Hitchin short stay | 718,959 | 782,303 | 782,303 | 726,578 |
| Hitchin long stay | 357,737 | 394,758 | 379,295 | 374,491 |
| Letchworth short stay | 181,218 | 186,634 | 186,634 | 179,904 |
| Letchworth long stay | 80,257 | 82,483 | 81,977 | 79,928 |
| Royston short stay | 33,482 | 40,257 | 35,135 | 33,333 |
| Royston long stay | 117,078 | 124,926 | 122,700 | 117,311 |
| Knebworth | 9,773 | 12,165 | 11,351 | 9,535 |
| Other sports facilities | 3,171 | 13,271 | 3,234 | 3,234 |
| **Total** | **1,511,066** | **1,646,796** | **1,612,540** | **1,533,851** |
| **Test 1: retain Hitchin cheaper after 3pm on Saturday** | - | **1,638,680** | **1,604,809** | **1,526,621** |
| | | | | |
| **Test 2: retain Hitchin cheaper after 3pm on Saturday and increase all car parks with 2hr tariffs by 20p for that tariff, with the exception of the Lairage.** | - | **1,656,080** | **1,617,694** | **1,538,646** |

8.4 The following tables show the proposed tariff changes for all car parks in the core recommendations.

**Table 8.2: Baldock - proposed tariffs**

| | The Twitchell | |
|---|---|---|
| | Current 2017/18 | Proposed 2018/19 |
| Up to 3 hours | £1.00 | £1.10 |
| Over 3 hours | £1.50 | £1.60 |

**Table 8.3: Hitchin short stay – proposed tariffs**

| | St Mary's Square, Portmill East and West, Biggin Lane and Christchurch | | | |
|---|---|---|---|---|
| | Monday-Friday | | Saturday | |
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | £1.20 | £1.30 | £1.20 | £1.30 |
| Up to 2 hours | £2.20 | £2.30 | £2.20 | £2.30 |
| Up to 3 hours | £3.50 | £4.00 | £3.50 | £4.00 |
| Up to 4 hours | £5.00 | £5.50 | £5.00 | £5.50 |
| After 3pm: up to 1hr | £1.20 | £1.30 | £1.20 | £1.30 |
| After 3pm: up to 2hrs | £1.20 | £1.30 | £1.20 | £2.30 |
| After 3pm: up to 3hrs | £1.20 | £1.30 | £1.20 | £4.00 |

**Table 8.4: Hitchin long stay – proposed tariffs**

| | Lairage MSCP | | | | Bancroft and Woodside | | | |
|---|---|---|---|---|---|---|---|---|
| | Monday-Friday | | Saturday | | Monday-Friday | | Saturday | |
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1hr | £1.00 | £1.10 | £1.00 | £1.10 | £1.00 | £1.10 | £1.00 | £1.10 |
| Up to 2hrs | £1.00 | £1.10 | £1.00 | £1.10 | £2.00 | £2.20 | £2.00 | £2.20 |
| Up to 3hrs | £2.00 | £2.20 | £2.00 | £2.20 | £2.50 | £3.00 | £2.50 | £3.00 |
| Up to 4hrs | £2.00 | £2.20 | £2.00 | £2.20 | £4.70 | £5.00 | £4.70 | £5.00 |
| Over 4hrs | £4.20 | £4.40 | £4.20 | £4.40 | £4.70 | £5.00 | £4.70 | £5.00 |
| After 3pm: up to 1hr | £1.00 | £1.10 | £1.00 | £1.10 | £1.00 | £1.10 | £1.00 | £1.10 |
| After 3pm: up to 2hrs | £1.00 | £1.10 | £1.00 | £1.10 | £1.20 | £1.30 | £1.20 | £2.20 |
| After 3pm: up to 3hrs | £1.20 | £1.30 | £1.20 | £2.20 | £1.20 | £1.30 | £1.20 | £3.20 |

**Table 8.5: Letchworth short stay – proposed tariffs**

| | MSCP L1 to L3 | | Town Hall | |
|---|---|---|---|---|
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | 60p | 70p | £1.00 | £1.10 |
| Up to 2 hours | £1.20 | £1.30 | £1.70 | £1.80 |
| Up to 3 hours | £2.30 | £2.40 | £3.00 | £3.20 |
| Up to 4 hours | £4.20 | £4.40 | £4.70 | £4.90 |

**Table 8.6: Letchworth short stay – proposed tariffs**

| | MSCP L1 to L3 | | Town Hall | | Norton Common | |
|---|---|---|---|---|---|---|
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | 60p | 70p | £1.00 | £1.10 | £0.00 | £0.00 |
| Up to 2 hours | £1.20 | £1.30 | £1.70 | £1.80 | £0.00 | £0.00 |
| Up to 3 hours | £2.30 | £2.40 | £3.00 | £3.20 | £1.50 | £1.70 |
| Up to 4 hours | £4.20 | £4.40 | £4.70 | £4.90 | £1.50 | £1.70 |
| Up to 5 hours | - | - | - | - | £4.50 | £4.70 |

**Table 8.7: Letchworth long stay - proposed tariffs**

| | MSCP L4 to L9 | | Hillshot | |
|---|---|---|---|---|
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | 60p | 70p | 60p | 70p |
| Up to 2 hours | £1.20 | £1.30 | £1.20 | £1.30 |
| Up to 3 hours | £2.30 | £2.40 | £2.30 | £2.40 |
| Over 3 hours | £4.70 | £4.90 | £4.70 | £4.90 |

**Table 8.8: Royston short stay – proposed tariffs**

| | Angel Pavement / Market Place / Priory Gardens | | Princes Mews | |
|---|---|---|---|---|
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | 50p | 60p | 60p | 70p |
| Up to 2 hours | £1.20 | £1.30 | £1.20 | £1.30 |
| Up to 3 hours | £3.50 | £3.70 | £4.70 | £4.90 |
| Over 3 hours | - | - | £7.00 | £7.40 |

**Table 8.9: Royston long stay – proposed tariffs**

| | The Warren | | Civic Centre / Town Hall | |
|---|---|---|---|---|
| | Current 2017/18 | Proposed 2018/19 | Current 2017/18 | Proposed 2018/19 |
| Up to 1 hour | 50p | 60p | 50p | 60p |
| Up to 2 hours | £1.00 | £1.10 | 50p | 60p |
| Up to 3 hours | £1.70 | £1.80 | £1.00 | £1.10 |
| Over 3 hours | £3.60 | £3.80 | £3.20 | £3.40 |

**Table 8.10: Knebworth – proposed tariffs**

| | St Martin's Road | |
|---|---|---|
| | Current 2017/18 | Proposed 2018/19 |
| Up to 30mins | 20p | 30p |
| Up to 1 hour | 50p | 60p |
| Up to 2 hours | £1.20 | £1.30 |
| Up to 3 hours | £2.00 | £2.10 |
| Up to 4 hours | £4.00 | £4.20 |

8.5 Table 8.1 also shows 2 variants of the core option. These are as follows:

- Test 1 retains the Hitchin 'cheaper after 3' on Saturday – the estimates indicate that this scenario will result in an expected revenue range of £1,526,600 to £1,638,700, with a 'central' estimate of £1,604,800.
- Test 2 retains the Hitchin 'cheaper after 3' on Saturday and increases all car parks with 2hr tariffs by 20p for that tariff, with the exception of the Lairage [4]. The estimates indicate that this scenario will result in an expected revenue range of £1,538,600 to £1,656,100, with a 'central' estimate of £1,617,700.

[4] Baldock – no change; Knebworth St. Martins Road – 2 hour tariff up from £1.20 to £1.40; Letchworth MSCP L1-3 and L4-9 - 2 hour tariff up from £1.20 to £1.40; Town hall 2 hr £1.70 to £1.90; Hillshott £1.20 to £1.40; Hitchin – 2 hr tariffs St. Marys and Portmill Lane, Biggin Lane and Christchurch £2.20 to £2.40, Woodside & Bancroft car parks £2.00-£2.20; Royston – 2 hour tariff up £1.20 to £1.40 in Princes Mews, Angel Pavement , Market Place and Priory Gardens; The Warren £1 to £1.20; Civic Centre 0.50 to 0.70.

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