

REPORT TO: Policy and Performance Review Committee

MEETING DATE: 20 June 2018

BY: Depute Chief Executive (Partnerships and Community Services)

SUBJECT: Update on Parking Charges at Coastal Car Parks

1 PURPOSE

- 1.1 The purpose of this report is to update the Policy and Performance Review Committee on the income generated and performance of the 10 Coastal car park sites in East Lothian.

2 RECOMMENDATIONS

- 2.1 To note the income generated in financial year 2015/16, 2016/17 and 2017/18.
- 2.2 To note the improvements made to the coastal car parks to date and that a further £450,000 is budgeted over the next 3 years to upgrade coastal car parks and toilets along the coast.
- 2.3 To note the number of penalty charge notices (PCN) issued by Parking Attendants in coastal car parks from the start of the service on 23 January 2017.

3 BACKGROUND

- 3.1 On 18 December 2012 Council approved the introduction of car parking charges at 10 coastal parks within East Lothian. Charging commenced initially at Gullane Bents and Yellowcraigs in July 2015 with charging at sites in Longniddry Bents. 1, 2 and 3; Tynninghame Links; John Muir Country Park – Linkfield; Shore road; White Sands and Barns Ness commencing in August 2015.
- 3.2 A charge of £2.00 is levied to park at any of the coastal car parks throughout East Lothian on the same day and an annual season pass costs £40.00. As of 31 March 2018, 2967 season passes had been issued, an increase of 1580 since the last Update on Parking Charges at Coastal Car Parks on 8 March 2017.
- 3.3 In agreement with Council policy and the approved business case

£899,347 was invested in the upgrade and improvements of coastal car park facilities. Further investment is programme for financial year 2018/19 to upgrade Longniddry Bent's toilets at an estimated cost of £425,000.

- 3.4 The number of season passes issued since 2015 on a financial year basis is shown below. Table 1 shows ticket sales by financial year and **Appendix A** provides a breakdown on a monthly basis.

Financial year	Number of passes issued
2015/16 (part year July 2015-March 2016)	768
2016/17	936
2017/18	1263

Table 1 – Season tickets issued by financial year

- 3.5 An analysis of income collected from the Ticket Issuing Machines (TIM's) on a monthly basis is provided in **Appendix B**.
- 3.6 The total Gross income for financial year 2015/16 was £98,795.00, with costs of £4,977.11. In 2016/17 gross income was £169,663.65, however costs rose substantially to £93,393.88 for parking enforcement, land rental and replacement of equipment. In 2017/18 gross income was £188,623.40 with costs of £83,008.63. Looking forward, a gross income of £238,000 is predicted for 2018/19
- 3.7 Total operational costs for financial year financial year 2017/18 are £83,008.63, this includes:
- Two additional TIM's were installed at Yellowcraigs 1 and John Muir Country Park 2
 - Vandalism to two TIM's (Yellowcraigs2 and Longniddry Bents 2) limited the Councils ability to collect income
 - £55,000 transferred to parking enforcement
 - Management agreement rental for Bents1,2 and 3 carparks
 - License payments for TIM software
- 3.8 An analysis of income received from individual sites from July 2015 until March 2018 is also provided in **Appendix C**.
- 3.9 An analysis of income generated against vehicle flows is shown on **Appendix D** for the John Muir – Linkfield site, Dunbar. A vehicle flow survey was carried out between Monday 9th April and Monday 23rd April. The data is presented in 7 day periods. Vehicle counts were collected at two points on East Links road and the access road to the car park. A total of 3644 vehicles arrived via A1087 of which 1619 entered the John Muir car park in week 1 and 3641 with 1549 entering the car park in week 2. Of these 87% and 81% respectively were recorded during the charging period. If the £2 levy was charge during the period an income £2,817(week1), £2504 (week2) would have been received. Analysis of the actual income during this period records a total of £750.40 (week1) and £555.70 (week2) a difference of £2,066 and £1,948. In other words, on

average 75% of all trips made are by season visitors, repeat visitors, or non-payers.

- 3.10 Further analysis of the data (**Appendix E**) shows that over week1 on average 30% of trips were made before 10 a.m. but this only produced 10% of the average daily income. This suggests a high percentage of visitors are not paying during this time period. An inspection of Parking Attendant records shows 13 visits in week1 and 20 visits in week2. In week1, 9 visits were recorded in the morning and 4 in the afternoon with 9 penalty charge notices (PCN) issued. In week 2, 15 visits were recorded in the morning and 5 in the afternoon with 9 PCN's issued. This equates to 1 PCN being issued every second visit or 1 PCN issued for every 35 vehicles parked. Accordingly, the supposition is that the vast majority of visitors are season ticket holders.
- 3.11 As a consequence of the removal of the traffic warden service in 2014 the financial targets projected in the original business case were not achieved for financial years 2015/16 and 2016/17. However, following the introduction of DPE in January 2017 there has been an increase in coastal car park income but the targets for 2017/18 remained challenging. Increased enforcement is however, improving compliance with the charging regime.
- 3.12 To date the total number of PCN's issued for non-compliance of the coastal parking regulations is 3886, broken down as follows:

Financial year	Number of PCN's issued
2016/17 (part year Jan 2017-March 2017)	437
2017/18	3013
2018/19 (part year March 2018 to date)	436

4 POLICY IMPLICATIONS

- 4.1 The introduction of Decriminalised Parking Management will contribute towards providing a Safer Environment - a key priority for East Lothian Council.
- 4.2 The introduction of Decriminalised Parking Management will also contribute towards East Lothian's Single Outcome Agreement Outcome 9 – *East Lothian's homes and roads are safer.*

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

6 RESOURCE IMPLICATIONS

- 6.1 Financial - Not applicable
- 6.2 Personnel - Not applicable

6.3 Other - None

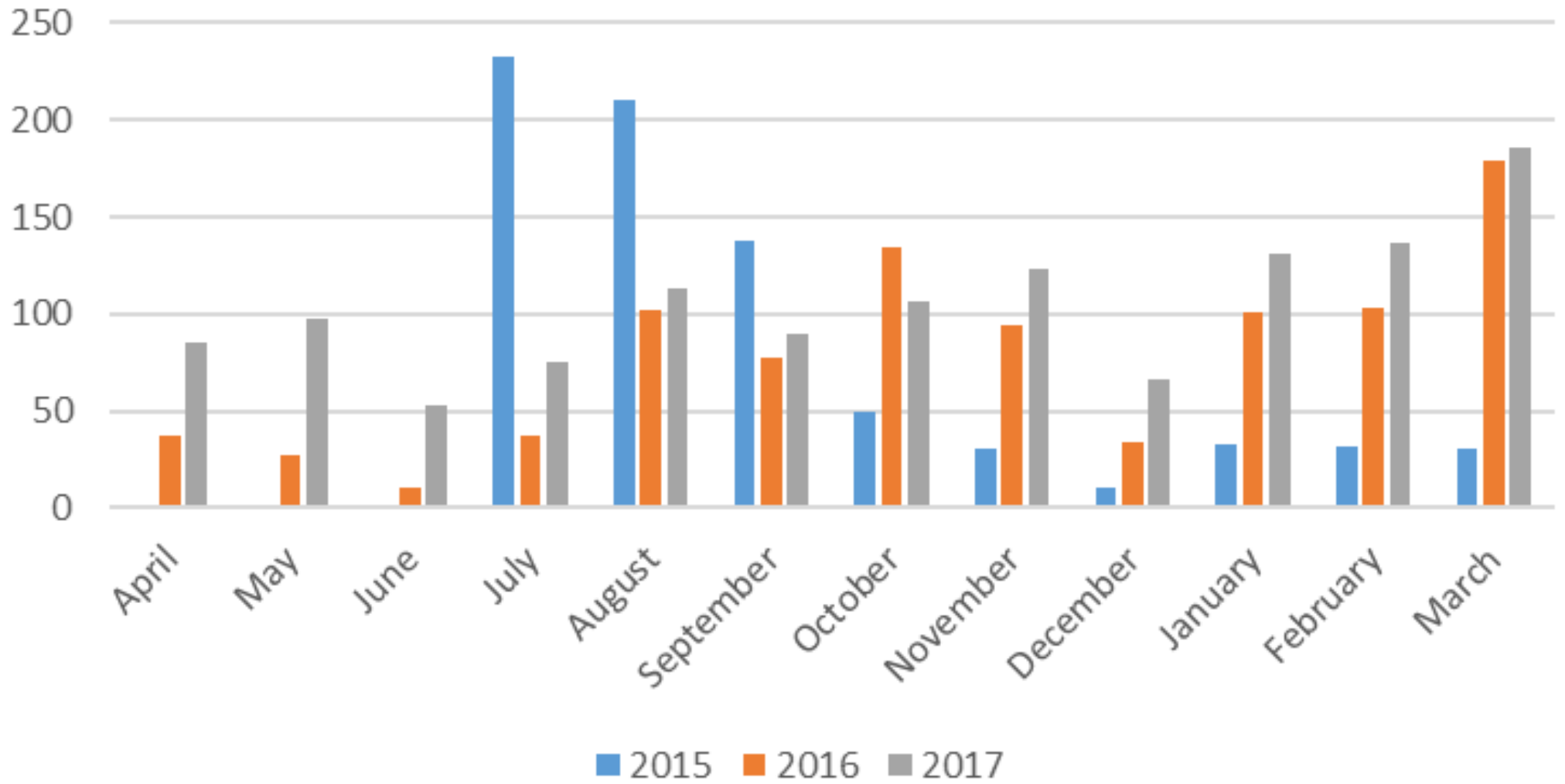
7 BACKGROUND PAPERS

- 7.1 Report to Council on 25 October 2016 titled Update on the Introduction of Decriminalised Parking Enforcement and on the Introduction of Parking Charges at Coastal Car Parks
- 7.2 Report to Policy and Performance Review Committee on 8 March 2017 entitled Update on Parking Charges at Coastal Car Parks

AUTHOR'S NAME	Alan Stubbs/Peter Forsyth
DESIGNATION	Service Manager
CONTACT INFO	Peter Forsyth
DATE	8/6/18

Appendix A – Season tickets issued by Month

Season Passes Issued



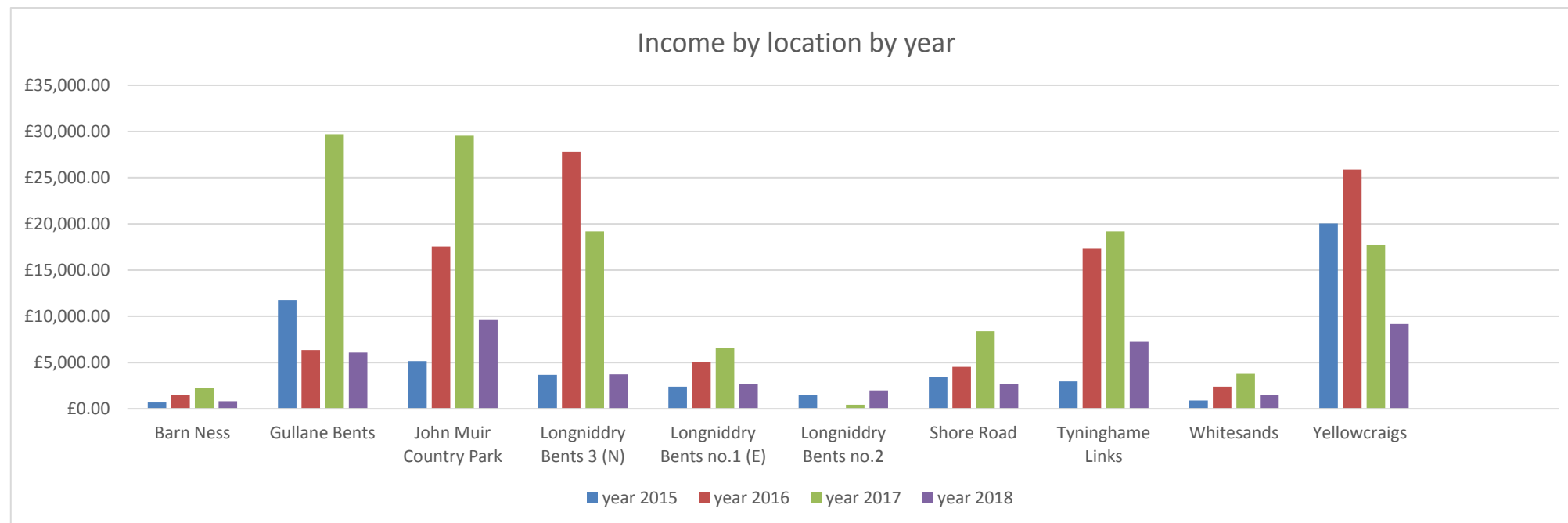
Appendix B – Income Collected Monthly (July 2015 – March 2018)

	Transaction Count Vouchers	Revenue Voucher(Gross)	Revenue Voucher(Net)	Season Tickets (Gross)	Season Tickets (Net)	Total (Net)	Expenditure
July 2015 (ELC) collection		£1,746.70	£1,397.36		£0.00	£1,397.36	
Jul-15	2151	£4,311.10	£3,448.88	£5,080.00	£4,064.00	£7,512.88	
Aug-15	7592	£15,220.05	£12,176.04	£11,640.00	£9,312.00	£21,488.04	
Sep-15	5930	£11,886.30	£9,509.04	£6,480.00	£5,184.00	£14,693.04	
Oct-15	3486	£6,988.75	£5,591.00	£2,180.00	£1,744.00	£7,335.00	
Nov-15	1643	£3,292.00	£2,633.60	£1,320.00	£1,056.00	£3,689.60	
Dec-15	2461	£4,934.25	£3,947.40	£360.00	£288.00	£4,235.40	
CY Total	23328	£48,379.15	£38,703.32	£27,200.00	£21,760.00	£60,351.32	
Jan-16	2802	£5,626.20	£4,500.96	£1,240.00	£992.00	£5,492.96	
Feb-16	3144	£6,302.80	£5,042.24	£1,040.00	£832.00	£5,874.24	
Mar-16	3823	£7,666.85	£6,133.48	£1,480.00	£1,184.00	£7,317.48	
FY Total	33032	£67,975.00	£54,380.00	£30,820.00	£24,656.00	£79,036.00	£4,977.11
Income recorded against ledger						£80,920.81	
Apr-16	5257	£10,540.20	£8,432.16	£1,840.00	£1,472.00	£9,904.16	
May-16	6790	£13,609.70	£10,887.76	£960.00	£768.00	£11,655.76	
Jun-16	4844	£9,712.10	£7,769.68	£600.00	£480.00	£8,249.68	£852.65
Jul-16	9152	£18,363.90	£14,691.12	£2,160.00	£1,728.00	£16,419.12	£2,173.38
Aug-16	8862	£17,759.00	£14,207.20	£3,560.00	£2,848.00	£17,055.20	£271.97
Sep-16	5675	£11,370.70	£9,096.56	£3,160.00	£2,528.00	£11,624.56	£2,583.24
Oct-16	4793	£9,621.95	£7,697.56	£3,960.00	£3,168.00	£10,865.56	£74,712.40
Nov-16	2265	£4,539.35	£3,631.48	£5,680.00	£4,544.00	£8,175.48	£769.28
Dec-16	3124	£6,264.95	£5,011.96	£1,440.00	£1,152.00	£6,163.96	£709.09
CY Total	60531	£121,377.70	£97,102.16	£27,120.00	£21,696.00	£118,798.16	
Jan-17	4730	£9,478.05	£7,582.44	£1,360.00	£1,088.00	£8,670.44	£10,385.42
Feb-17	4060	£8,138.10	£6,510.48	£9,560.00	£7,648.00	£14,158.48	£849.96
Mar-17	3919	£7,865.65	£6,292.52	£8,120.00	£6,496.00	£12,788.52	£86.49
FY Total	63471	£127,263.65	£101,810.92	£42,400.00	£33,920.00	£135,730.92	£93,393.88
Income recorded against ledger						£70,555.79	
Apr-17	6791	£13,620.65	£10,896.52	£3,760.00	£3,008.00	£13,904.52	

May-17	6813	£13,666.25	£10,933.00	£3,400.00	£2,720.00	£13,653.00	
Jun-17	5460	£10,947.60	£8,758.08	£2,760.00	£2,208.00	£10,966.08	£1,518.45
Jul-17	8221	£16,501.50	£13,201.20	£2,760.00	£2,208.00	£15,409.20	£1,778.25
Aug-17	8630	£17,303.80	£13,843.04	£4,720.00	£3,776.00	£17,619.04	£838.72
Sep-17	6912	£13,858.75	£11,087.00	£3,360.00	£2,688.00	£13,775.00	£2,514.42
Oct-17	6027	£12,092.90	£9,674.32	£3,440.00	£2,752.00	£12,426.32	£20,520.07
Nov-17	3941	£7,898.00	£6,318.40	£4,120.00	£3,296.00	£9,614.40	£140.00
Dec-17	3159	£6,332.15	£5,065.72	£3,560.00	£2,848.00	£7,913.72	£698.72
CY Total	68663	£137,703.40	£110,162.72	£50,920.00	£40,736.00	£150,898.72	
Jan-18	3918	7858.05	£6,286.44	£4,960.00	£3,968.00	£10,254.44	
Feb-18	4492	9016.25	£7,213.00	£4,520.00	£3,616.00	£10,829.00	
Mar-18	2917	5859.25	£4,687.40	£6,000.00	£4,800.00	£9,487.40	£55,000.00
FY Total	67281	£134,955.15	£107,964.12	£47,360.00	£37,888.00	£145,852.12	£83,008.63
Income recorded against ledger						£95,165.58	
Total to date		£330,193.80	£264,155.04	£120,580.00	£96,464.00	£360,619.04	£8,003.14

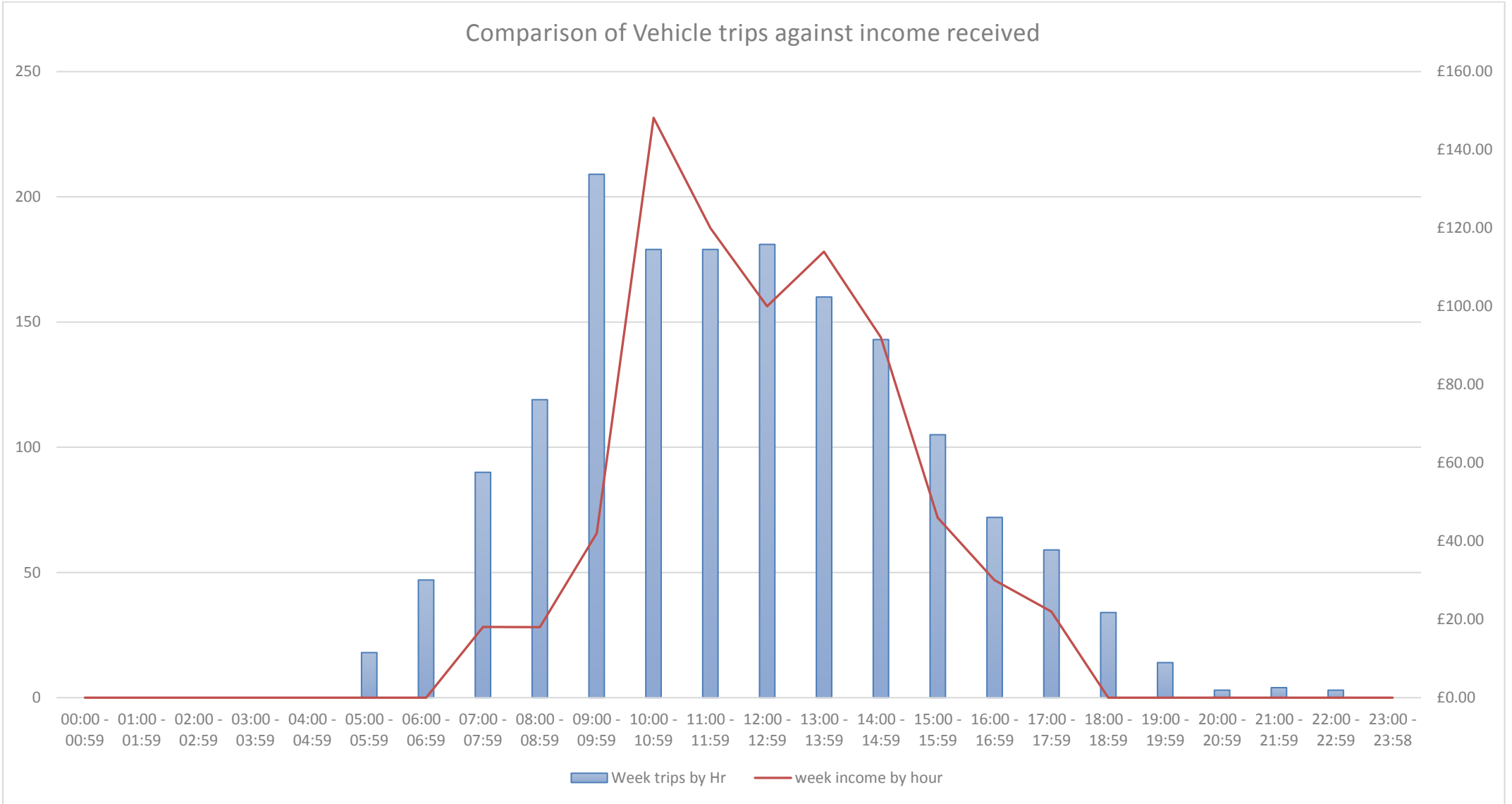
CY – Calendar Year, FY – Financial year

Appendix C– Income Collected per Site (July 2015 – March 2018)



Location	year				Total
	2015	2016	2017	2018	
Barn Ness	£694.50	£1,484.75	£2,241.30	£814.20	£5,234.75
Gullane Bents	£11,787.40	£6,350.60	£29,691.85	£6,073.45	£53,903.30
John Muir Country Park	£5,158.05	£17,568.95	£29,542.00	£9,611.45	£61,880.45
Longniddry Bents 3 (N)	£3,670.15	£27,812.40	£19,210.30	£3,713.25	£54,406.10
Longniddry Bents no.1 (E)	£2,384.70	£5,081.05	£6,565.80	£2,668.35	£16,699.90
Longniddry Bents no.2	£1,472.25	£0.00	£438.10	£1,978.90	£3,889.25
Shore Road	£3,468.00	£4,547.00	£8,373.50	£2,727.40	£19,115.90
Tynninghame Links	£2,951.05	£17,333.55	£19,195.10	£7,251.65	£46,731.35
Whitesands	£897.05	£2,384.00	£3,768.45	£1,495.75	£8,545.25
Yellowcraigs	£20,046.50	£25,891.25	£17,706.35	£9,162.10	£72,806.20
					£343,212.45

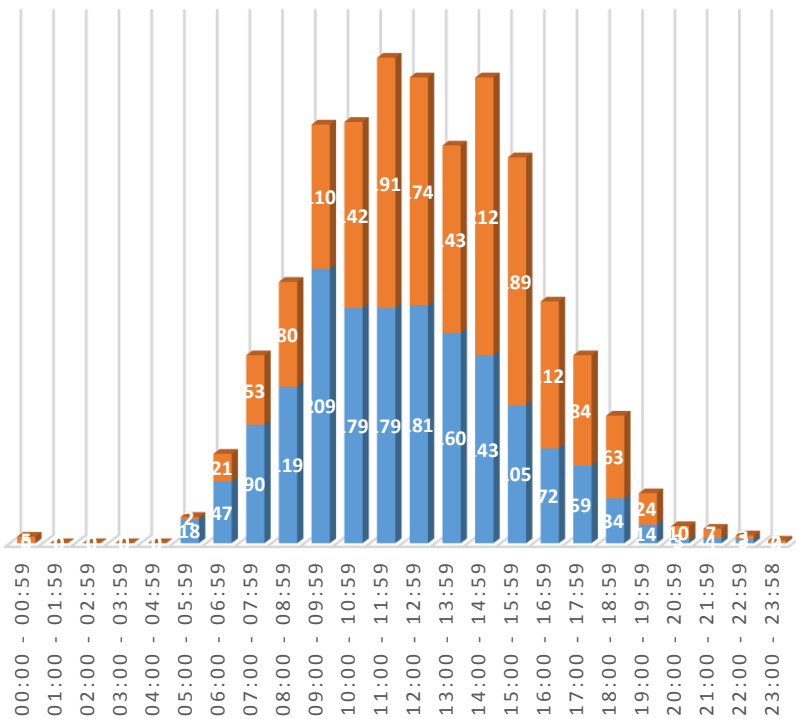
Appendix D – Comparison of Vehicle Trips against income received



Appendix E – Comparison of Vehicle Flows by hour bands

9TH APRIL - 15TH APRIL

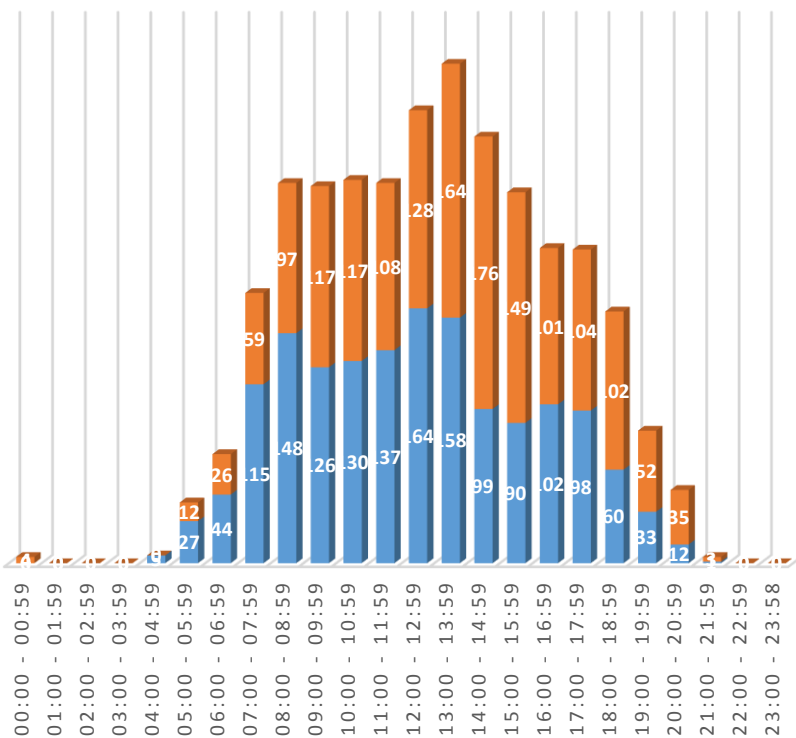
■ Veh Flow EB (in) ■ Veh Flow WB (out)



Time Bands	Week 1		
	Veh Flow EB	Veh Flow WB (out)	
00:00 - 00:59	0	-5	■
01:00 - 01:59	0	0	
02:00 - 02:59	0	0	
03:00 - 03:59	0	0	
04:00 - 04:59	0	0	
05:00 - 05:59	18	-2	■
06:00 - 06:59	47	-21	■
07:00 - 07:59	90	-53	■
08:00 - 08:59	119	-80	■
09:00 - 09:59	209	-110	■
10:00 - 10:59	179	-142	■
11:00 - 11:59	179	-191	■
12:00 - 12:59	181	-174	■
13:00 - 13:59	160	-143	■
14:00 - 14:59	143	-212	■
15:00 - 15:59	105	-189	■
16:00 - 16:59	72	-112	■
17:00 - 17:59	59	-84	■
18:00 - 18:59	34	-63	■
19:00 - 19:59	14	-24	■
20:00 - 20:59	3	-10	■
21:00 - 21:59	4	-7	■
22:00 - 22:59	3	-3	■
23:00 - 23:58	0	-2	■

16TH APRIL - 22ND APRIL

■ Veh Flow EB (in) ■ Veh Flow WB (out)



Time Bands	week2		
	Veh Flow EB	Veh Flow WB (out)	
00:00 - 00:59	0	-4	■
01:00 - 01:59	0	0	
02:00 - 02:59	0	0	
03:00 - 03:59	0	0	
04:00 - 04:59	5	0	■
05:00 - 05:59	27	-12	■
06:00 - 06:59	44	-26	■
07:00 - 07:59	115	-59	■
08:00 - 08:59	148	-97	■
09:00 - 09:59	126	-117	■
10:00 - 10:59	130	-117	■
11:00 - 11:59	137	-108	■
12:00 - 12:59	164	-128	■
13:00 - 13:59	158	-164	■
14:00 - 14:59	99	-176	■
15:00 - 15:59	90	-149	■
16:00 - 16:59	102	-101	■
17:00 - 17:59	98	-104	■
18:00 - 18:59	60	-102	■
19:00 - 19:59	33	-52	■
20:00 - 20:59	12	-35	■
21:00 - 21:59	1	-3	■
22:00 - 22:59	0	0	
23:00 - 23:58	0	0	