

REPORT TO: Policy and Performance Review Committee

MEETING DATE: 26 February 2020

BY: Head of Infrastructure

SUBJECT: Coastal Car Park Performance Report.

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 coastal car park sites in East Lothian.

2 RECOMMENDATIONS

- 2.1 The Committee is asked to:
- i. note the income generated in financial year 2015/16, 2016/17, 2017/18 & 2018/2019;
 - ii. note the improvements made to the coastal car parks to date and that a further £450,000 has been committed to coastal car parks with additional grants in excess of £200,000 budgeted over the next two years; and
 - iii. 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. Charging at sites in: Longniddry Bents 1, 2 and 3; Tynninghame Links; John Muir Country Park – Linkfield; Shore Road; White Sands; and Barns Ness commenced 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. Figures 1 & 2 below illustrate the number and value of passes issued per financial year to the end of December 2019, and Figures 2 & 3 illustrate the number & value of season tickets issued by month for each Calendar Year since the introduction of enforcement in January 2017.

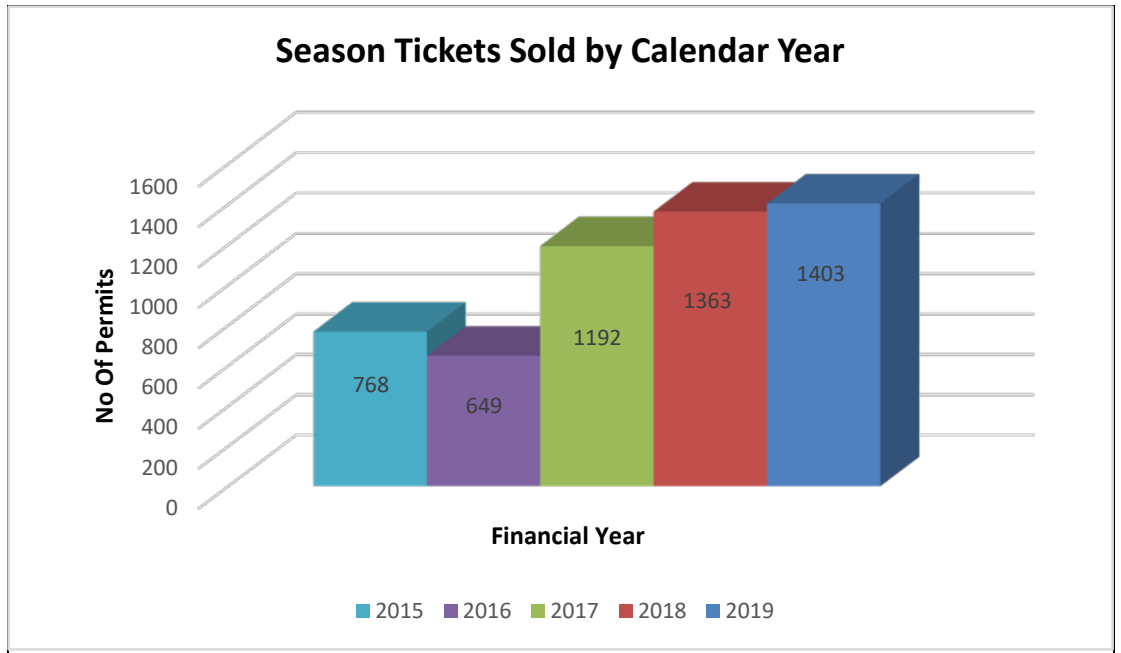


Figure 1: Number of Season Tickets issued by Calendar Year

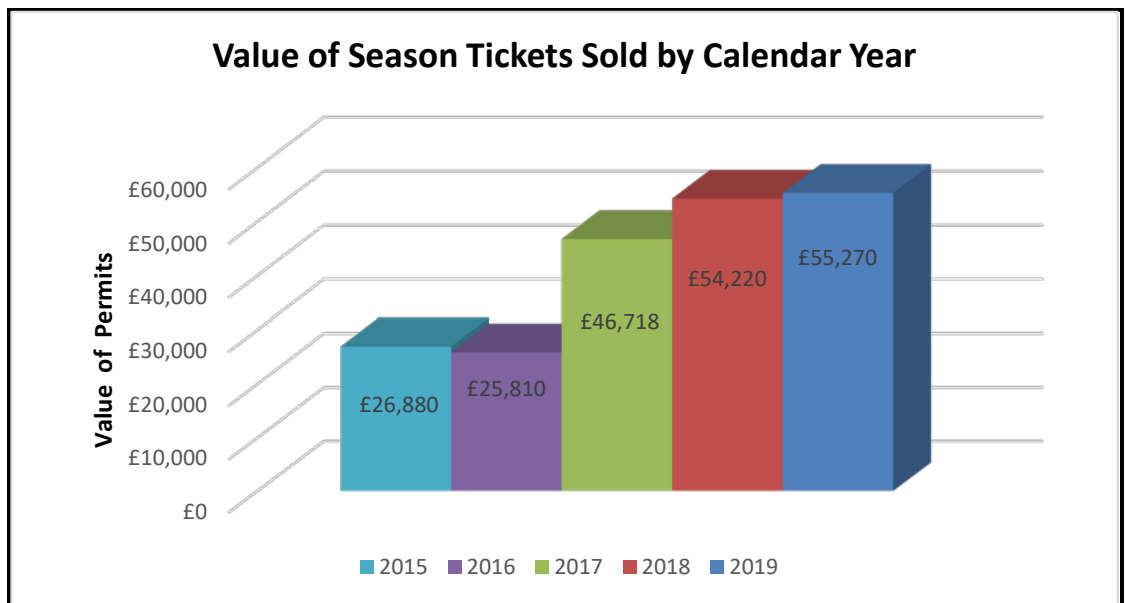


Figure 2: Value of Season Tickets issued by Calendar Year

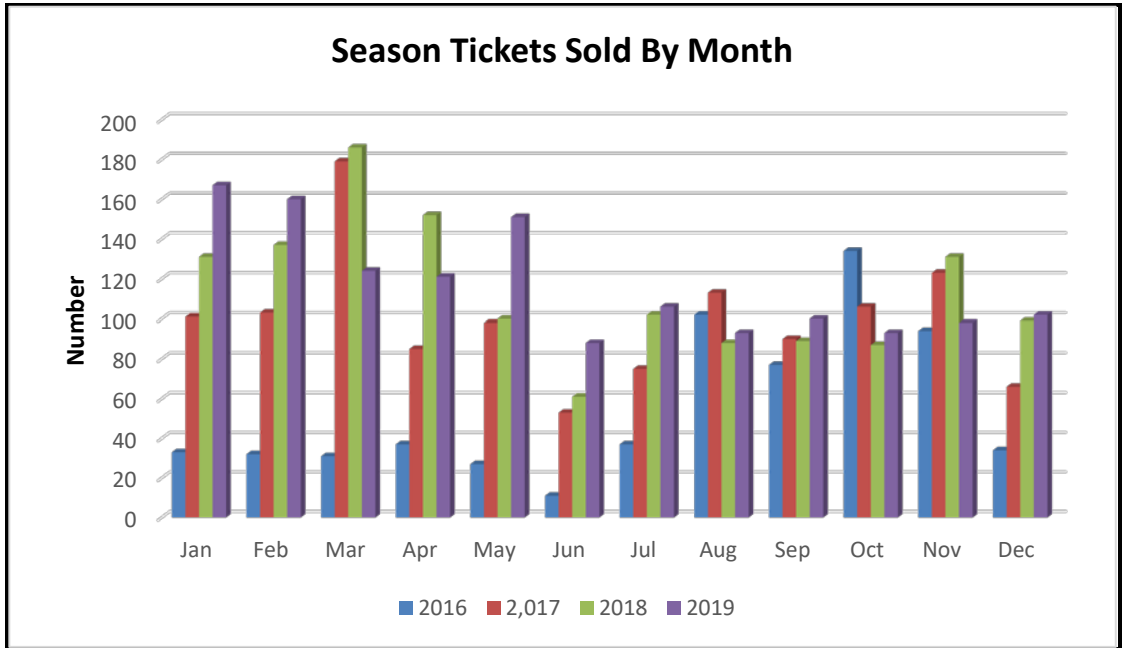


Figure 3 – Number of Season tickets issued by Month

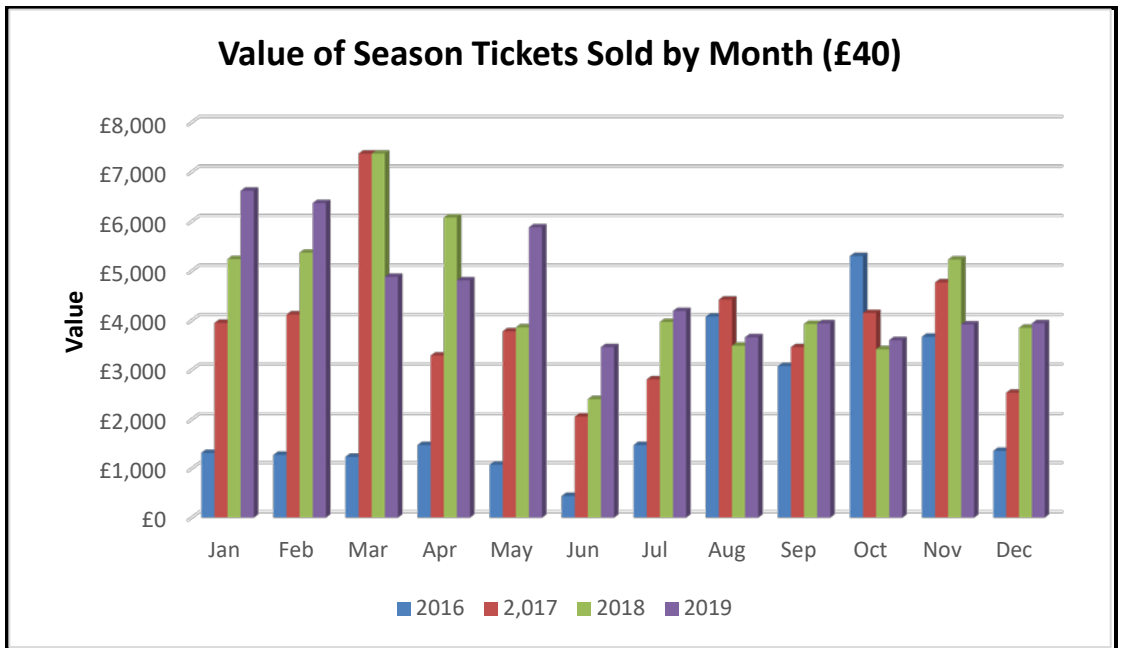


Figure 4 – Value of Season tickets issued by Month

3.3 Figures 5 & 6 below illustrate the number of Pay & Display vouchers issued per financial year to the end of December 2019.

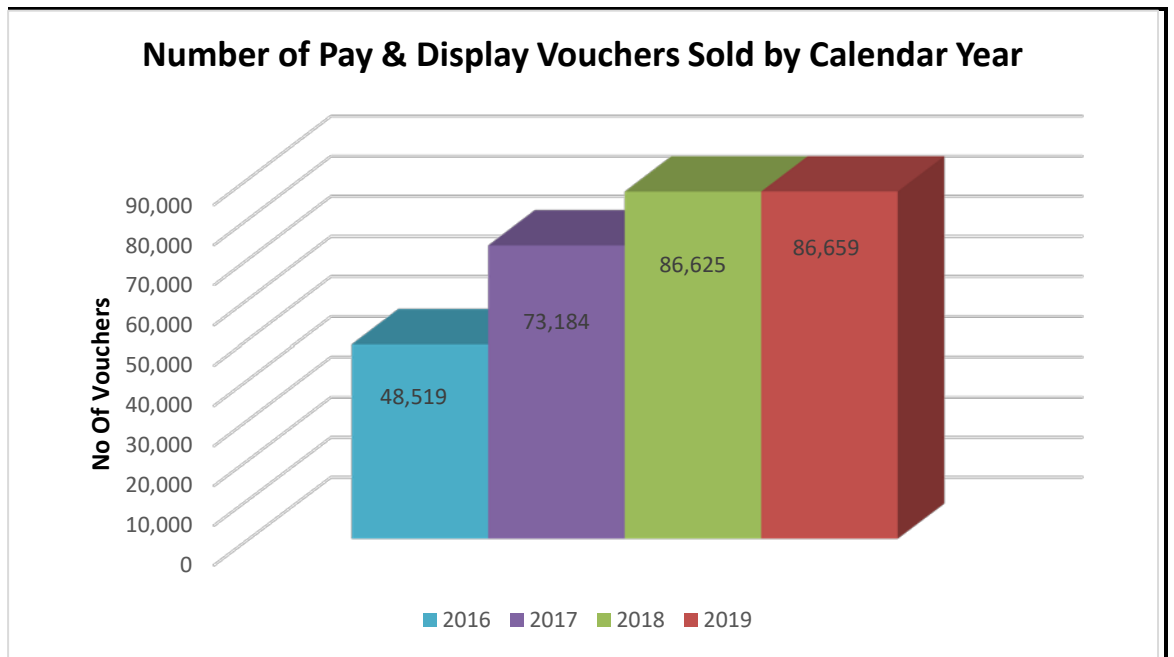


Figure 5 – Number of Pay & Display Vouchers issued by Calendar Year

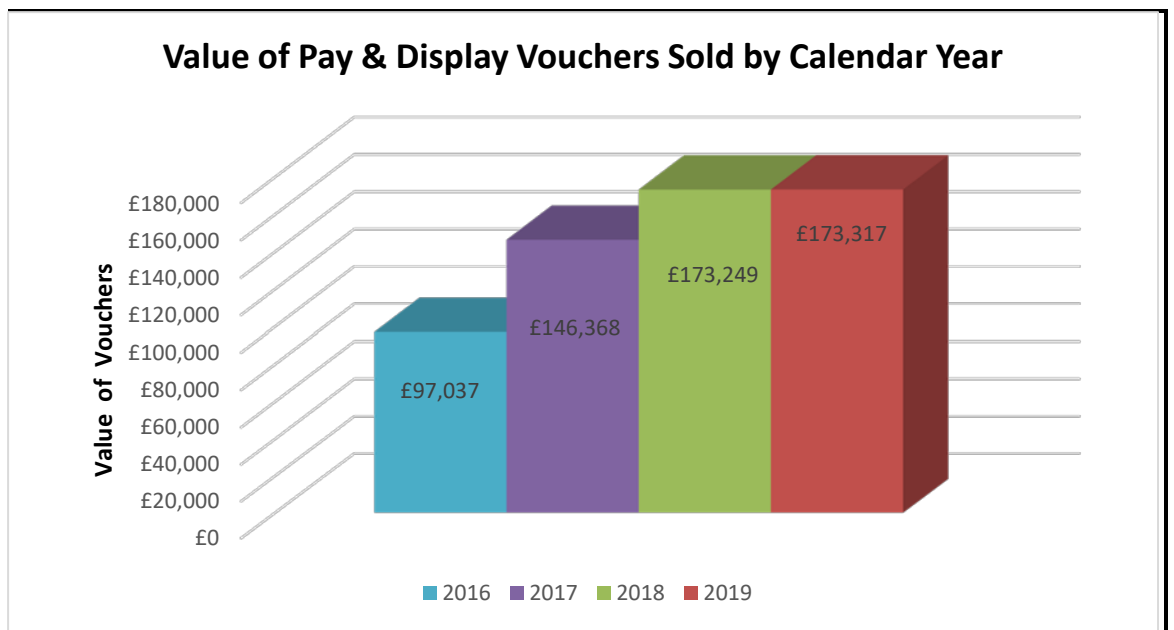


Figure 6 – Value of Pay & Display Vouchers issued by Calendar Year

3.4 Figures 7 & 8 illustrate the number and value of Pay & Display vouchers issued by month for each Calendar Year since the introduction of enforcement in January 2017.

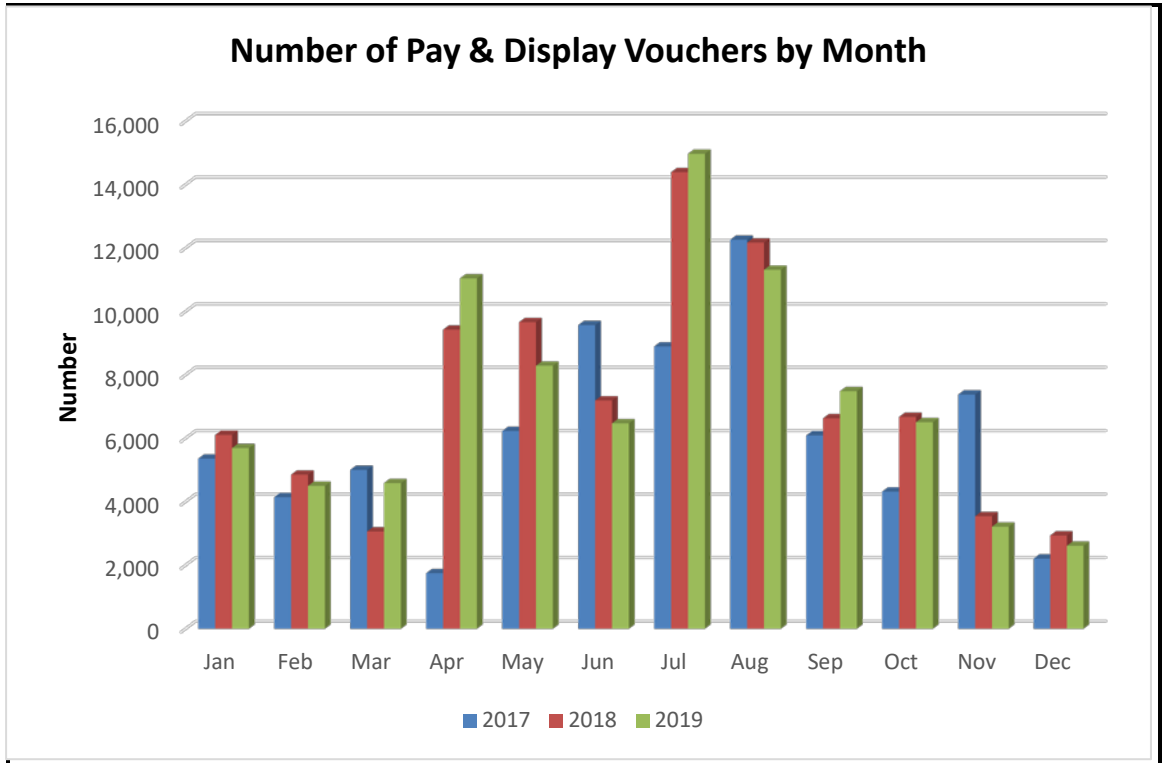


Figure 7 – Number of Pay & Display Vouchers issued by Month

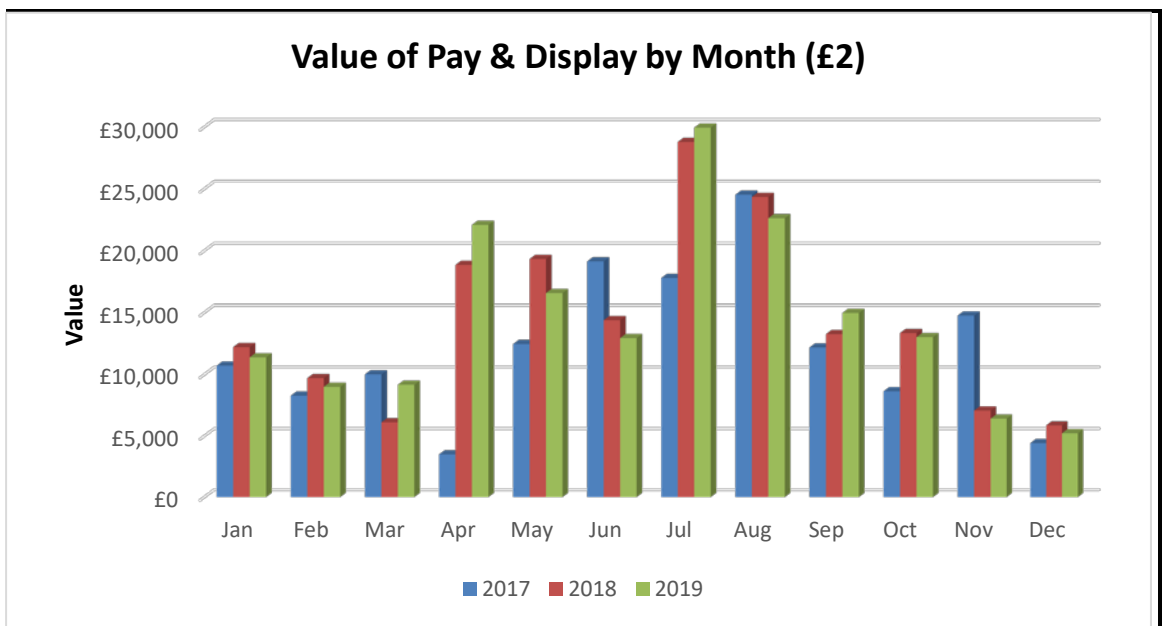


Figure 8 – Value of Pay & Display Vouchers issued by Month

3.5 Figures 9 & 10 below illustrate the number of Ringo vouchers issued per financial year to the end of December 2019.

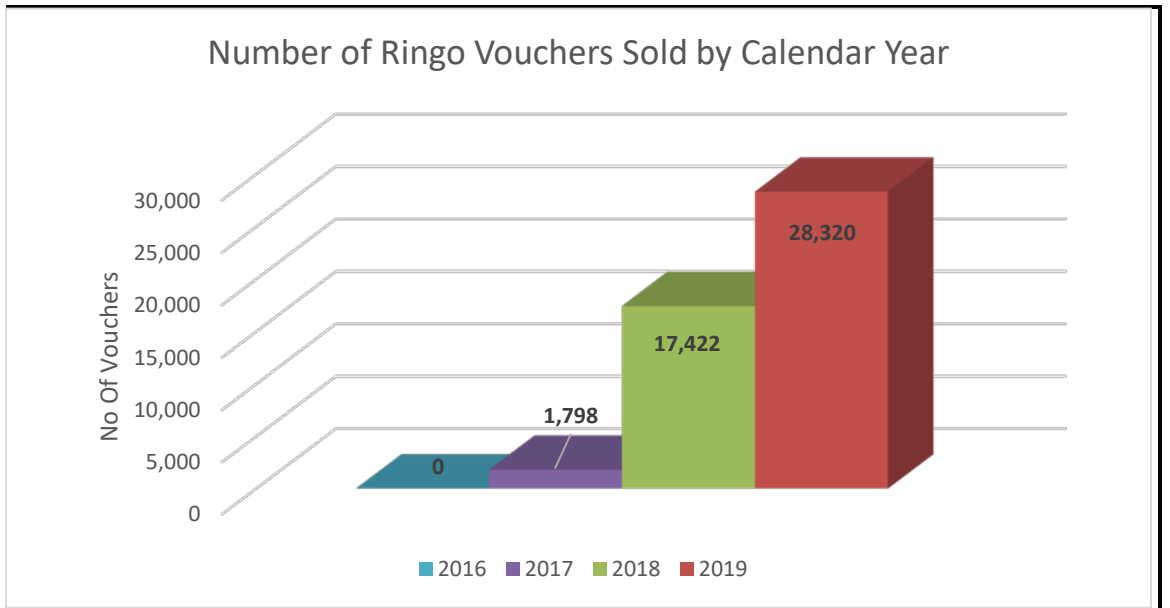


Figure 9 – Number of Ringo Vouchers issued by Calendar Year

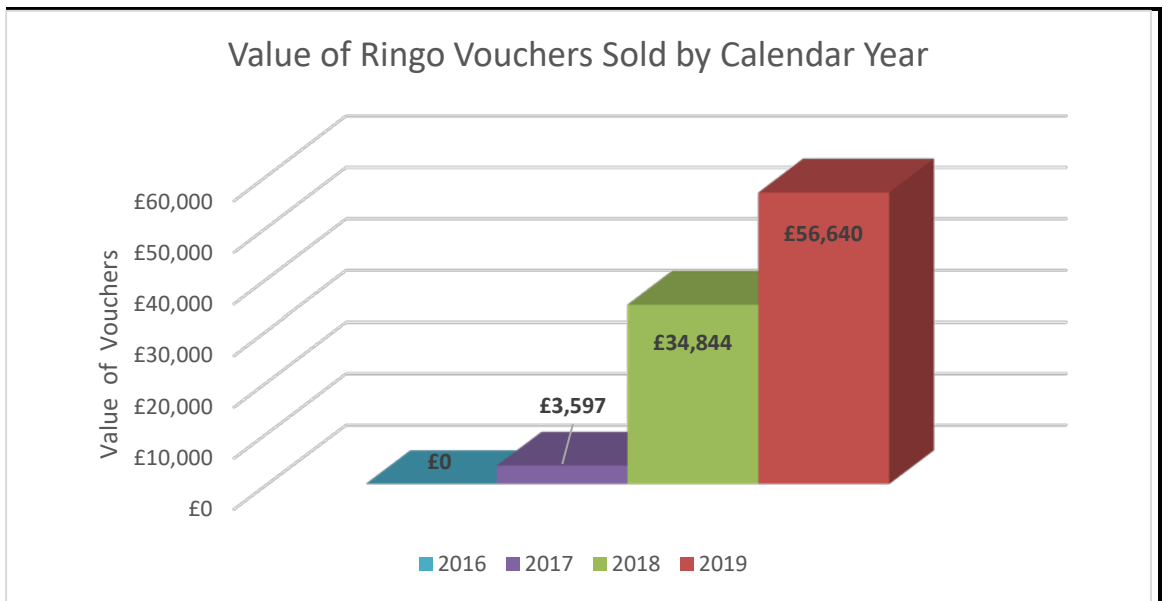


Figure 10 – Value of Ringo Vouchers issued by Calendar Year

3.6 Figures 11 & 12 illustrate the number and value of Ringo vouchers issued by month for each Calendar Year since the introduction of enforcement in January 2017.

3.7 Ringo has been well received and the number of people using this service is increasing.

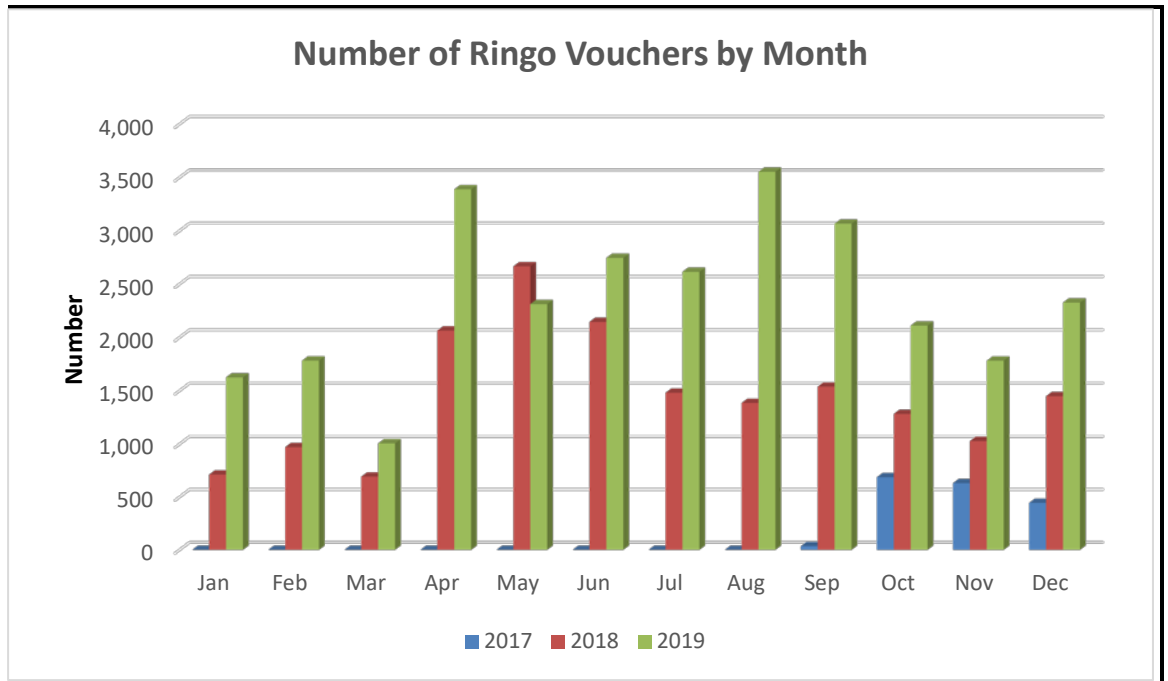


Figure 11 – Number of Ringo Vouchers issued by Month

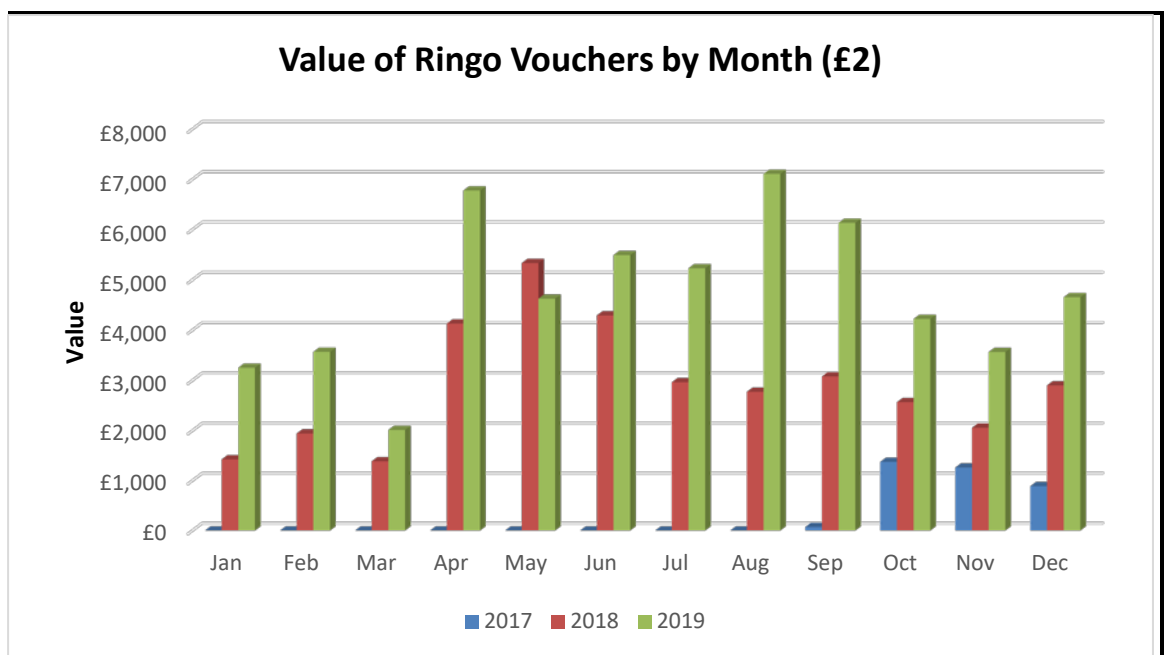


Figure 12 – Value of Ringo Vouchers issued by Month

- 3.8 As a consequence of the removal of the traffic warden service in 2014, the financial targets projected in the original business were difficult to meet as there were no fines for non-compliance. However, following the introduction of DPE in January 2017 there has been a steady increase in the revenue generated and the number of season passes issued, due to the fact vehicle owners risk receiving a PCN if they do not pay for their parking.
- 3.9 The graphs above illustrate that since the introduction of DPE that the number of coastal car park season ticket, Pay & Display and Ringo vouchers have increased year on year spread across all months.
- 3.10 An analysis of income collected from the Ticket Issuing Machines (TIM's) Ringo & Season Passes on a monthly basis is provided in **Appendix A**.
- 3.11 It is also worth bearing in mind that the number of Pay & Display and Ringo vouchers is weather-dependent and can therefore be severely impacted by overhead conditions.
- 3.12 Figures 13 and 14 below illustrate the monthly 2019 temperature and rainfall; it can be seen that in both April and September when there was reduced levels of rainfall, the number of Pay & Display and Ringo vouchers sold increased, as illustrated in Figures 7 and 11. Ticket sales are also at their greatest during the warmer months of July and August, which also corresponds with the school holidays.

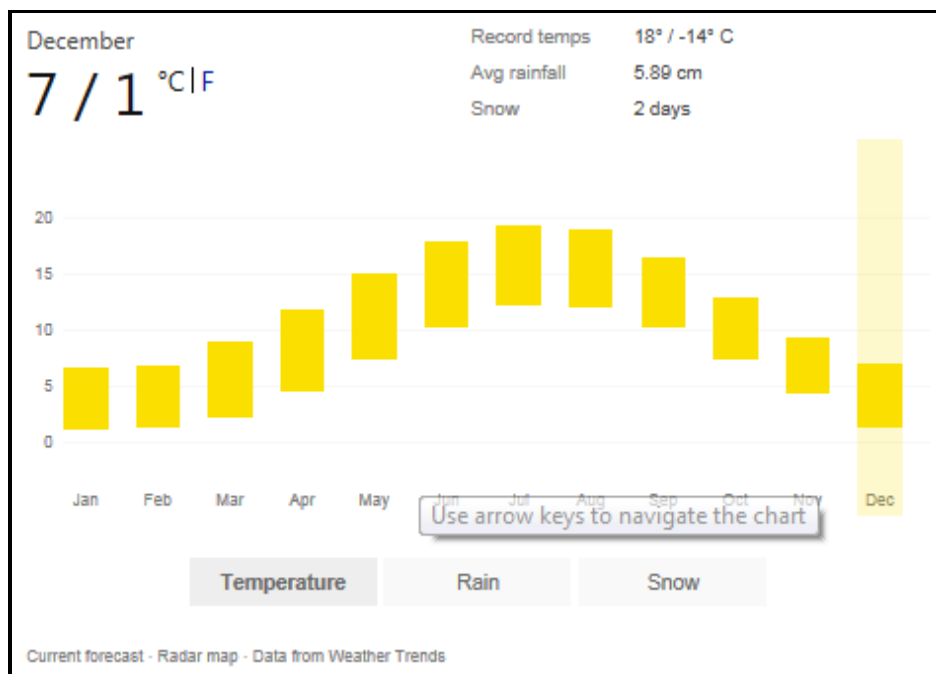


Figure 13: Average 2019 Temperature by Month

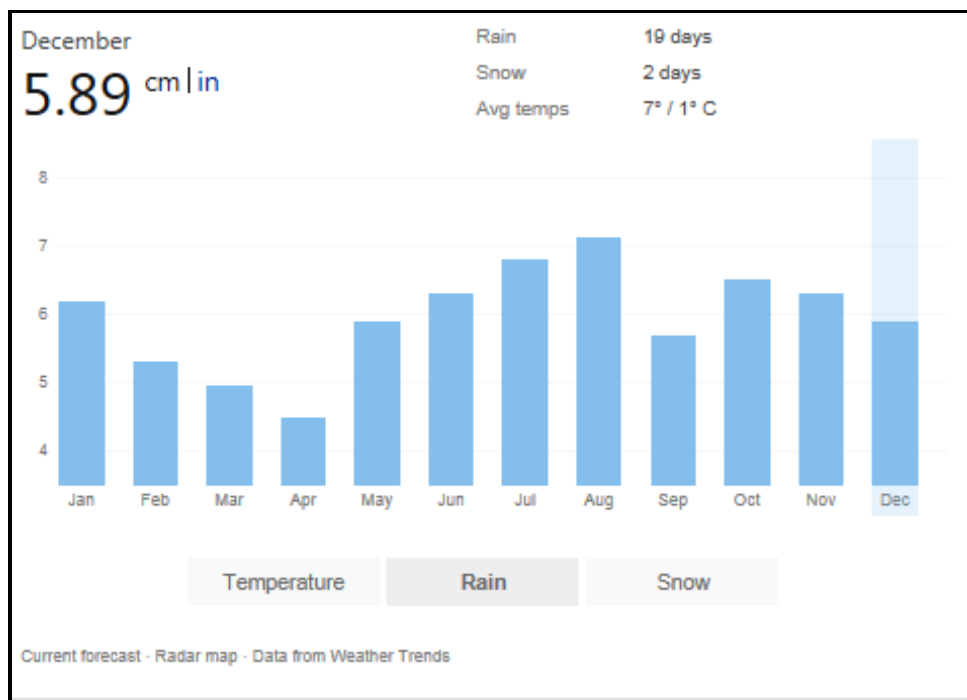


Figure 14: Average 2019 Rainfall by Month

- 3.13 In agreement with Council policy and the approved business case, £899,347 has been invested in the upgrade and improvements of coastal car park facilities, with a further £18,000 invested into repairs to the Yellowcraig Car Park in 2019/20.
- 3.14 To date, the total number of PCN's issued for non-compliance of the coastal parking regulations is 7,856, broken down in Table 1 as follows. It can also be seen that although the number of enforcement visits increased, the number of PCN's issued decreased, which reflects on greater compliance as shown in the increased number of Pay & Display and Ringo voucher sales.

Financial year	Number of PCN's issued	Number of Car Park Visits	Ratio
2016/17 (part year Jan 2017-March 2017)	437	612	0.714
2017/18	2633	3919	0.708
2018/19	2549	4751	0.536
2019/20 (part year Apr 19 to Dec 19)	2237	3,699	0.604

Table 1 – PCN Issued by Financial Year

- 3.15 It is also worth noting that in 2017/18, a seasonal parking attendant was employed between April and September, whose specific role was to visit the coastal sites. At the end of this period the seasonal parking attendant (PA) was made permanent due to the ever-increasing requests for additional enforcement within our Town Centres. We also employed an additional seasonal parking attendant for the following April to September and the increased number of visits to the coastal car parks can therefore be attributable to the extra two parking attendants joining the team, which has helped improve compliance as illustrated in the increased voucher sales.
- 3.16 To improve overall parking attendant performance, a review of the parking attendants' beats over the summer months was carried out to cut down on travel time. This has led to PA's being deployed in towns covering the surrounding areas. For example, the PA in Dunbar will cover Shore Road Linkfield, Tynninghame, White Sands and Barns Ness and North Berwick visit, Yellowcraigs, and Gullane. This change in beat has been positive so far with the ratio of PCN's to visits increasing overall in 2019/20.

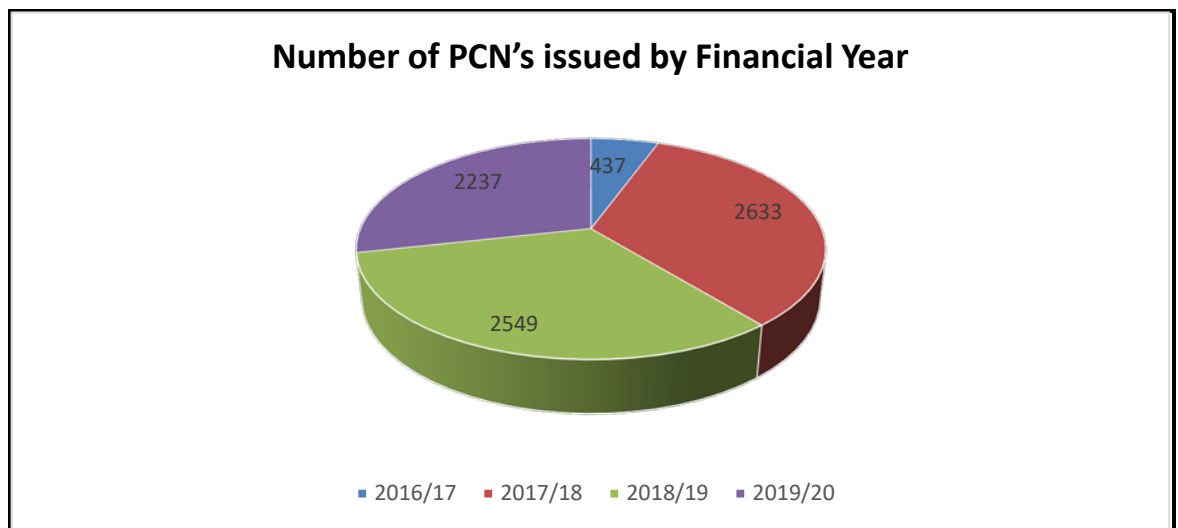


Figure 15 – Number of PCN's issued by Financial Year

- 3.17 There have been no price increases to Coastal Car Parking charges since the scheme was introduced in 2015.
- 3.18 Given that the coastal car parks are located remotely with little surveillance, there has been a number of incidents of vandalism and attempted theft which has resulted in some of the machines being out of order and needing renewed as they have been beyond repair.
- 3.19 These acts of vandalism in particular can result in the machines being out of order for extended periods of time whilst replacement parts are ordered and fitted. To try and combat the loss of revenue from vandalised machines, we now have two machines in the busier car parks such as Gullane, Yellowcraigs and John Muir Country Park, which has resulted in at least one machine being operational to accept payment the majority of

the time. There have, however, been times when there have been no cash payment options were available at certain machines, and it is estimated that a value of £2,000 per annum is lost as a result of this.

- 3.20 The introduction of Ringo cashless parking has also been well received, giving vehicle owners an additional method of payment when any of the Ticket Issuing Machines have been down. A potential way of adapting cashless parking further would be to retrofit the existing machines with a contactless card reader, further reducing the need for people to pay using cash. The cost of retrofitting the machines would be in the region of £20,000. However, this would potentially be another function that could be vandalised given the remoteness of the sites.
- 3.21 The introduction of a contactless option on the machines would also remove the common excuse used by vehicle owners in challenges that they did not have the correct cash and no mobile phone or phone signal.
- 3.22 Figure 16 below illustrates the yearly maintenance cost on the Ticket Issuing Machines since 2016/17. These values include the costs of replacement parts from wear & tear, vandalism, and engineer call-out charges. (2019/20 Figure to end of Dec 2019.)

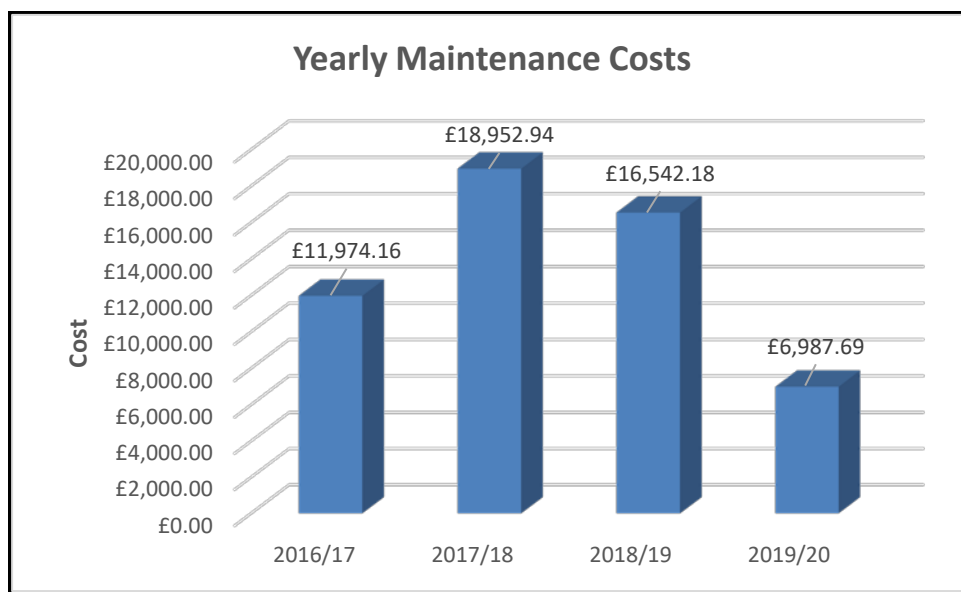


Figure 16 – Ticket Issuing Machines Yearly Maintenance Costs

- 3.23 There are also other service provision fixed costs associated with the car parks as follows:
- £55,000 towards the cost of DPE enforcement;
 - £11,960 to Wemyss Estate;
 - £8,384 for Cash Collection;
 - £8,465 for Ringo;
 - Total Costs: £83,809

3.24 Table 2 below illustrates the increased revenue generated from the coastal car parks over the last four financial years. There are still three months to add onto the 2019/20 total and it is envisaged that this total shall increase by another £56,000 based on last year's takings to approximately £285,000.

Financial Year	Cash	Ringo	Season Passes	Totals
2016/17	£126,035	£0	£37,410	£163,445
2017/18	£145,399	£8,349	£49,258	£203,006
2018/19	£174,766	£38,922	£54,110	£267,798
2019/20	£143,771	£47,809	£37,400	£228,980

Table 2: Financial Comparison per Year

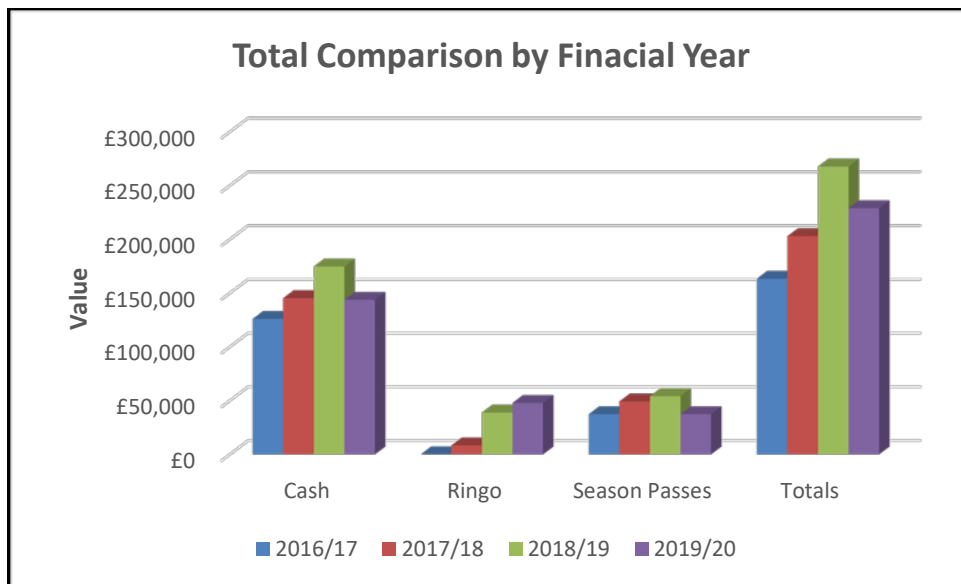


Figure 17: Financial Comparison per Year

4 POLICY IMPLICATIONS

- 4.1 Decriminalised Parking Management contributes towards providing a Safer Environment - a key priority for East Lothian Council.
- 4.2 Decriminalised Parking Management contributes 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 entitled 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
7.3 Report to Policy and Performance Review Committee on 20 June 2018 entitled Update on Parking Charges at Coastal Car Parks

Appendix A: Income Collected Monthly (January 2017 – December 2019)

Appendix B: Season Ticket Sales

Appendix C: Coastal Car Part Cash and Ringo

Appendix D: Income Collected Per Site (April 2016 – December 2019)

AUTHOR'S NAME	Grant Talac / Peter Forsyth
DESIGNATION	Service Manager
CONTACT INFO	Grant Talac
DATE	31/01/20

Appendix A: Income Collected Monthly (January 2017 – December 2019)

Month	2017			2018			2019		
	Cash	Ringo	Permits	Cash	Ringo	Permits	Cash	Ringo	Permits
January	£10,711.85	£0.00	£3,950.00	£12,207.00	£1,424.30	£5,240.00	£11,380.00	£3,251.10	£6,620.00
February	£8,283.50	£0.00	£4,120.00	£9,702.00	£1,943.20	£5,370.00	£8,996.00	£3,566.70	£6,370.00
March	£10,002.52	£0.00	£7,370.00	£6,120.00	£1,386.00	£7,370.00	£9,170.00	£2,014.00	£4,880.00
April	£3,493.50	£0.00	£3,290.00	£18,850.00	£4,130.00	£6,080.00	£22,082.00	£6,778.10	£4,810.00
May	£12,457.00	£0.00	£3,780.00	£19,320.00	£5,334.40	£3,860.00	£16,575.00	£4,626.80	£5,880.00
June	£19,134.35	£0.00	£2,060.00	£14,382.00	£4,292.20	£2,410.00	£12,939.00	£5,492.00	£3,460.00
July	£17,788.00	£0.00	£2,810.00	£28,780.00	£4,963.20	£3,970.00	£29,940.00	£7,169.20	£4,190.00
August	£24,519.00	£0.00	£4,420.00	£24,341.00	£2,772.40	£3,490.00	£22,624.00	£7,108.00	£3,660.00
September	£12,175.00	£70.90	£3,460.00	£13,258.00	£3,078.10	£3,930.00	£14,965.00	£6,134.30	£3,940.00
October	£8,635.00	£1,375.30	£4,150.00	£13,344.00	£2,566.00	£3,420.00	£13,009.00	£4,222.60	£3,600.00
November	£14,754.00	£1,262.40	£4,767.75	£7,081.00	£2,057.00	£5,230.00	£13,009.00	£4,222.60	£3,600.00
December	£4,414.00	£889.00	£2,540.00	£5,864.00	£2,899.30	£3,850.00	£6,419.00	£3,563.60	£3,920.00
Totals	£146,367.72	£3,597.60	£46,717.75	£173,249.00	£36,846.10	£54,220.00	£173,317.00	£58,581.10	£55,270.00
	£196,683.07			£264,315.10			£287,168.10		

Appendix B: Season Ticket Sales

Month	Number	£40 Value
Jul-15	233	£9,320
Aug-15	210	£8,400
Sep-15	138	£5,520
Oct-15	49	£1,960
Nov-15	31	£1,240
Dec-15	11	£440
Jan-16	33	£1,320
Feb-16	32	£1,280
Mar-16	31	£1,240
Apr-16	37	£1,480
May-16	27	£1,080
Jun-16	11	£440
Jul-16	37	£1,480
Aug-16	102	£4,080
Sep-16	77	£3,080
Oct-16	134	£5,300
Nov-16	94	£3,670
Dec-16	34	£1,360
Jan-17	101	£3,950
Feb-17	103	£4,120
Mar-17	179	£7,370
Apr-17	85	£3,290
May-17	98	£3,780
Jun-17	53	£2,060
Jul-17	75	£2,810
Aug-17	113	£4,420

Sep-17	90	£3,460
Oct-17	106	£4,150
Nov-17	123	£4,768
Dec-17	66	£2,540
Jan-18	131	£5,240
Feb-18	137	£5,370
Mar-18	186	£7,370
Apr-18	152	£6,080
May-18	100	£3,860
Jun-18	61	£2,410
Jul-18	102	£3,970
Aug-18	88	£3,490
Sep-18	89	£3,930
Oct-18	87	£3,420
Nov-18	131	£5,230
Dec-18	99	£3,850
Jan-19	167	£6,620
Feb-19	160	£6,370
Mar-19	124	£4,880
Apr-19	121	£4,810
May-19	151	£5,880
Jun-19	88	£3,460
Jul-19	106	£4,190
Aug-19	93	£3,660
Sep-19	100	£3,940
Oct-19	93	£3,600
Nov-19	98	£3,920
Dec-19	102	£3,940
Total	5279	£208,898

Appendix C: Coastal Car Park Cash & Ringo

			£2		£2
<u>Date</u>	<u>No Of Vouchers</u>	<u>Value</u>	<u>Monthly Total Cash (£2)</u>	<u>Ringo App Vouchers Sold</u>	<u>Ringo Cash</u>
Apr-16	3,801	£7,603	£7,602.95	N/A	N/A
May-16	2,731	£5,463	£5,462.85	N/A	N/A
Jun-16	6,546	£13,093	£13,092.65	N/A	N/A
Jul-16	7,845	£15,691	£15,690.55	N/A	N/A
Aug-16	9,897	£19,794	£19,793.85	N/A	N/A
Sep-16	8,011	£16,021	£16,021.05	N/A	N/A
Oct-16	4,588	£9,176	£9,176.31	N/A	N/A
Nov-16	2,760	£5,521	£5,520.50	N/A	N/A
Dec-16	2,338	£4,677	£4,676.71	N/A	N/A
Jan-17	5,356	£10,712	£10,711.85	N/A	N/A
Feb-17	4,142	£8,284	£8,283.50	N/A	N/A
Mar-17	5,001	£10,003	£10,002.52	N/A	N/A
Apr-17	1,747	£3,494	£3,493.50	N/A	N/A
May-17	6,229	£12,457	£12,457.00	N/A	N/A
Jun-17	9,567	£19,134	£19,134.35	N/A	N/A
Jul-17	8,894	£17,788	£17,788.00	N/A	N/A
Aug-17	12,260	£24,519	£24,519.00	N/A	N/A
Sep-17	6,088	£12,175	£12,175.00	35	£70.90
Oct-17	4,318	£8,635	£8,635.00	688	£1,375.00
Nov-17	7,377	£14,754	£14,754.00	631	£1,262.00
Dec-17	2,207	£4,414	£4,414.00	445	£889.00
Jan-18	6,104	£12,207	£12,207.00	712	£1,424.00
Feb-18	4,851	£9,702	£9,702.00	972	£1,943.00
Mar-18	3,060	£6,120	£6,120.00	693	£1,386.00

Apr-18	9,425	£18,850	£18,850.00	2,065	£4,130.00
May-18	9,660	£19,320	£19,320.00	2,667	£5,334.00
Jun-18	7,191	£14,382	£14,382.00	2,146	£4,292.00
Jul-18	14,390	£28,780	£28,780.00	1,482	£2,963.00
Aug-18	12,171	£24,341	£24,341.00	1,386	£2,772.00
Sep-18	6,629	£13,258	£13,258.00	1,539	£3,078.00
Oct-18	6,672	£13,344	£13,344.00	1,283	£2,566.00
Nov-18	3,541	£7,081	£7,081.00	1,029	£2,057.00
Dec-18	2,932	£5,864	£5,864.00	1,450	£2,899.00
Jan-19	5,690	£11,380	£11,380.00	1,626	£3,251.00
Feb-19	4,498	£8,996	£8,996.00	1,783	£3,566.00
Mar-19	4,585	£9,170	£9,170.00	1,007	£2,014.00
Apr-19	11,041	£22,082	£22,082.00	3,389	£6,778.00
May-19	8,288	£16,575	£16,575.00	2,313	£4,626.00
Jun-19	6,470	£12,939	£12,939.00	2,746	£5,492.00
Jul-19	14,970	£29,940	£29,940.00	2,616	£5,231.00
Aug-19	11,312	£22,624	£22,624.00	3,554	£7,108.00
Sep-19	7,483	£14,965	£14,965.00	3,067	£6,134.00
Oct-19	6,505	£13,009	£13,009.00	2,111	£4,222.00
Nov-19	3,210	£6,419	£6,419.00	1,782	£3,564.00
Dec-19	2,609	£5,218	£5,218.00	2,327	£4,654.00
Totals	294,986	£589,971	£589,971	47,540	£95,081

Appendix D - – Income Collected Per Site (April 2016 – December 2019)

Tariffs	Total	
	Tickets	Cash
Machines		
ELCPD1 - Gullane Bents 1	3716	£7,449.75
ELCPD2 - Yellowcraigs 2	47235	£94,893.50
ELPD01 - Gullane Bents	39834	£79,958.20
ELPD03 - Longniddry Bents no.1 (E)	4705	£9,444.65
ELPD04 - Longniddry Bents no.1 (W)	7915	£15,879.75
ELPD05 - Longniddry Bents no.2	6448	£12,933.55
ELPD06 - Longniddry Bents no.3 (S)	7019	£14,066.55
ELPD07 - Longniddry Bents no.3	12959	£25,985.30
ELPD08 - Longniddry Bents 3 (N)	14134	£28,338.70
ELPD09 - Tynninghame Links	34327	£69,020.40
ELPD10 - John Muir Country Park	46194	£92,539.40
ELPD11 - Shore Road	17033	£34,134.65
ELPD12 - Whitesands	8007	£16,052.00
ELPD13 - Barn Ness	4373	£8,756.00
ELPD14 - Yellowcraigs 1	21210	£42,477.80
ELPD15 - John Muir Country Park 2	4464	£8,945.45
ELPD16 - Gullane Bents 2	7386	£14,801.15
Total	286959	£575,676.80

PERCENTAGE OF PAY & DISPLAY VOUCHERS SOLD BY SITE FROM APRIL 16 TO DECEMBER
19

