

CAR PARKING OPERATIONS

Budget Savings £281k

Reduce expenditure associated with parking operations and increase income.

RATIONALE FOR SAVINGS

Reduction in administration resources due to the reduced number of Penalty Charge Notices (PCN) issued.

Reduction in costs associated with the running, maintenance and monitoring of the service.

Reduction in expenditure on parking enforcement contract due to reduced demand, through better targeting of resources.

Increased income from car parks, through rationalisation of parking charges across the Borough, to bring all car parks inline with the current tariffs in Birkenhead.

The provision of car parks is in direct competition with private sector provision in many places. A reduction in the 'all day' charges in outer Birkenhead to a competitive rate of £2.50, to stimulate a return to long stay parking in these areas, and an increase in expected income.

Reduction in annual and seasonal permit rates to complement the above option for outer Birkenhead, together with better promotion and marketing and an option for monthly payment plans. This is again expected to net an overall increase in income.

IMPACT

Achieving the full year savings provided by the estimated parking income level changes will require a decision to be reached no later than early January 2013 in sufficient time to amend traffic regulation orders and alter tariff settings on pay-and-display machines.

Actual income levels are dependent on the willingness of service users to pay the revised charges.

If the economy continues to decline then the potential income, and thus the potential savings may not be fully achieved.

The reduced frequency of cash collection potentially increases the value of money taken in the event of theft.

MITIGATION

Car parking operations, both on-street and off-street, contribute to the Council's management of the safe movement of traffic, as part of the statutory duties imposed on the Council as Traffic Manager and as Highway Authority.

Enforcement frequencies in some out of town areas will reduce as will responsiveness to enforcement requests. There will be a reduced frequency of collections in low income car parks and less frequent replacement of components for pay and display machines.