

APPENDIX 1 - CAR PARKING CHARGING OPTIONS

Option No.	Brief Description of Option	Potential Outcome	Climate Emergency / Active Travel implications	Local Economy / Regeneration and Vulnerable / Protected groups implications	Implementation Timescale	Resources required to deliver this option	Budget Implications for 2020/2021	Any other comments
OPTIONS 1 - 6 CAN BE IMPLEMENTED IMMEDIATELY								
1	Continue to offer free parking for the remainder of this financial year. Then reinstate charges as normal.	Income loss for the whole year for both on and off street and part PCN income.	Does not support climate emergency or active travel.	May encourage residents to visit shops and help support the local economy and regeneration. Full Equality Impact Assessment (EIA) required to ascertain the likely impact on specific areas.	Immediately from 1st April 2021	Existing staffing resource only	Estimated income £200k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £1.1 million from off-street, £300k from on-street, £400k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.8 million	Due to reduced usage on the car parks and on-street, increased on line shopping etc. there is a significant budget income shortfall that can be attributed to COVID and being in a lockdown situation regardless of any decision to continue to offer Free parking for the remainder of this financial year.
2	Continue to offer free parking until 1st January 2021. Then reinstate charges as normal.	Income loss for part year for both on and off street and part PCN income.	Proposal does not either support or discourage either of these agendas	May encourage residents to visit shops and help support the local economy and regeneration on the run up to Christmas. Full EIA required to ascertain the likely impact on specific areas.	Immediately from 1st January 2021	Existing staffing resource only	Estimated income £120k from Off-Street £30k from On-Street £220k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £980k from off-street, £270k from on-street, £380k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.63 million	As above for option 1, this proposal goes some way to reducing the budget deficit for this financial year
3	Change the chargeable hours, for example charge between 10am and 3pm (existing hours are 8am to 6.30pm).	Income loss for both on and off street and part PCN income.	May not support climate emergency or active travel as it encourages residents to use their vehicles at certain times of the day.	May encourage residents to visit shops during periods when parking is free which could include after dropping children off at school and or after picking children up from school. Full EIA required to ascertain the likely impact on specific areas.	Immediately following any committee resolution	Existing staffing resource only	Estimated income £160k from Off-Street £40k from On-Street £220k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £940k from off-street, £260k from on-street, £380k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.58 million	As above for option 1, this proposal goes some way to reducing the budget deficit for this financial year
4	Reinstate charges as normal as soon as practicably possible following October 2020 committee.	Start to recover income and reduce budget deficit, however, there is still income loss for both on and off street and part PCN income due to COVID.	Does not positively support climate emergency or active travel as it does not actively discourage residents to use their vehicles.	See EIA attached to report	Immediately following any committee resolution	Existing staffing resource only	Estimated income £200k from Off-Street £50k from On-Street £220k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £900k from off-street, £250k from on-street, £380k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.53 million	As above for option 1, this proposal goes some way to reducing the budget deficit for this financial year

5	Free Weekend Parking - normal charges apply Mon-Fri	Weekend income loss for both on and off street and part PCN income.	May not support climate emergency or active travel as it encourages residents to use their vehicles at certain times of the day.	May encourage residents to visit shops during periods when parking is free, this is outside of school times and normal commuter type travel. Full EIA required to ascertain the likely impact on specific areas.	Immediately following any committee resolution	Existing staffing resource only	Estimated income £160k from Off-Street £40k from On-Street £220k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £940k from off-street, £260k from on-street, £380k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.58 million	As above for option 1, this proposal goes some way to reducing the budget deficit for this financial year
6	Continue to offer free parking on shoppers car parks but reinstate charges as normal on long stay car parks, on-street and Country Parks until 31st March 2021. Then reinstate all charges as normal	Start to recover income and reduce budget deficit, however, there is still income loss for both on and off street and part PCN income due to COVID.	Proposal does not either support or discourage either of these agendas	May encourage residents to visit shops and help support the local economy for the rest of the financial year. Full EIA required to ascertain the likely impact on specific areas.	Immediately following any committee resolution	Existing staffing resource only	Estimated income £70k from Off-Street £30k from On-Street £220k from PCN approx. £400k from Gov Comp Scheme (parking and pcn income) Deficit of up to:- £1.03k from off-street, £270k from on-street, £380k from PCNs TOTAL SERVICE BUDGET DEFICIT £1.68 million	As above for option 1, this proposal goes some way to reducing the budget deficit for this financial year
OTHER OPTIONS (7 - 9) WITH A LONGER LEAD IN TIME							Budget Implications for 2021/2022	
7	Implement a lower flat rate in all areas (e.g. 50p or £1, to park as long as you need)	Brings in a reduced income, standardises and simplifies the charging structure	Does not support climate emergency or active travel.	May encourage residents to visit shops and help support the local economy in its recovery from COVID. Doesn't allow for management of the parking spaces to ensure a turn over of the spaces. Full EIA required to ascertain the likely impact on specific areas.	3 months for abbreviated TRO process and new tariff implementation	Existing staffing resource only	Estimated income at 50p is £450k Estimated income at £1 is £900k TOTAL SERVICE DEFICIT BASED ON EXISTING BUDGET IS £1.5 - £1.95million	Standardises and simplifies the charging structure making it easier for residents to understand. Illuminates the issuing of PCNs for overstaying. Doesn't encourage a turn over of the parking spaces in high demand areas.
8	First 2-hours parking 'Free', then existing tariffs	Brings in a significantly reduced income, could prove difficult to operate	Does not support climate emergency or active travel.	May encourage residents to visit shops and help support the local economy in its recovery from COVID. Full EIA required to ascertain the likely impact on specific areas.	3 months for abbreviated TRO process and new tariff implementation	Existing staffing resource only	Estimated income at £1 is £750k TOTAL SERVICE DEFICIT BASED ON EXISTING BUDGET IS £1.65million	75-80% of all tickets sold are for 1 and 2 hour parking. This proposal will have a significant impact on income. It could be onerous to enforce if it relies on the enforcement officers taking observations. It could be problematic if it relies on residents obtaining a free 2 hour ticket from a machine (they may forget in the knowledge that they know the first 2 hours are free).
9	Free parking for residents - only visitors pay.	No data is held on the numbers of visitors parking from outside of the Borough but income will be significantly affected.	Does not support climate emergency or active travel.	May encourage residents to visit shops and help support the local economy in its recovery from COVID. It may discourage visitors from coming to our Borough. Full EIA required to ascertain the likely impact on specific areas.	3 months for abbreviated TRO process and up to 6 months or longer to ensure all residents are correctly registered on the scheme.	Existing staffing resource only	Estimated income is unknown TOTAL SERVICE DEFICIT BASED ON EXISTING BUDGET IS up to £2.2million	Requires all residents to register online for a free virtual permit that would entitle them to free parking. Could be a good scheme if parking charges are introduced in other Coastal areas for example as only visitors would have to pay to park.

	OTHER OPTIONS (10 - 19) FOR CONSIDERATION OF CHARGES AND BUDGET						Budget Implications for 2021/2022 and longer term	
10	Annual inflation increase to parking charges following the reintroduction of car parking charges (approx. 10p increase on all tariffs as 5p increases are avoided)	Income broadly keeps pace with inflation but fails to address current income shortfall and over time may increase divergence of budget/income (historically % returns have never matched % increases).	Does not positively support climate emergency or active travel as it does not actively discourage residents to use their vehicles.	Fails to address inconsistencies/inequalities of charges across borough. Full EIA required to ascertain the likely impact on specific areas.	Immediate and ongoing	Existing staffing resource only	Estimated income £600k - £750k but will rise if we continue to recover from COVID TOTAL SERVICE BUDGET DEFICIT £1.5million	Minimal cost and maintains income broadly in line with inflation
11	Introduce an above inflation increase to existing parking charges following the reintroduction of car parking charges (20p increase for this example but could be higher)	Potential to increase income above inflation	May discourage some residents from using their vehicles but not a significant step towards supporting climate change or the active travel agenda	Full EIA required to ascertain the likely impact on specific areas. Likely to have adverse impact on local economy/regeneration.	3 months for abbreviated TRO process and new tariff implementation	Existing staffing resource only	Estimated income £700k - £850k but will rise if we continue to recover from COVID TOTAL SERVICE BUDGET DEFICIT £1.4million	Minimal cost and with potential slight increase in income
12	Review and realignment of charges based upon strategic policy/strategy, to include consideration of variable charges based upon demand, events etc.	Charges could rise or fall in different parts of the borough. Potential to simplify tariff structure	Strategic based charging could be used to positively support both climate emergency and active travel agendas	Potential adverse impact on local economy/regeneration. Full EIA required to ascertain the likely impact on specific areas. Specifically in relation to Town centres and traders on the impact on businesses.	3 to 6 months for charges/ economic/regeneration report plus 3-6 months for full TRO process, inc consideration of objections and new tariff implementation.	Existing staffing resource only	Estimated income will depend on scale of charges - potential to increase income and address some of the deficit.	May result in significant % increases in some areas of the borough. Variable charges can be complex to implement but could be achieved. May be difficult for users to understand
13	Introduce charges into off-street car parks that are currently Free i.e.; Bromborough, Bebington, Irby, Hoylake, New Brighton etc.	New income from some of the secondary town centres.	Could result in model change and hence positively supports	Potential adverse impact on local economy/regeneration Potential displacement into adjacent residential areas Full EIA required - in terms of existing usage - links to purpose of use of the car park for users i.e. shoppers, commuters, workers, residents etc	3 to 6 months for charges/ economic/regeneration report, 3-6 months for full TRO process, inc consideration of objections plus 6-9 months for design, procurement and implementation of equipment.	Capital expenditure required and existing staffing resource Revenue implications, enforcement, cash collection etc	Estimated income £250 - £350k per annum, will depend on scale of charges and number of locations	Income could be used to offset any of the other proposals that will negatively impact on income
14	Introduce new on-street charges into town centre areas e.g. New Brighton, West Kirby, Hoylake, Heswall, Moreton etc.	New income from some town centre areas.	Could result in model change and hence positively supports	Potential adverse impact on local economy/regeneration Potential displacement into adjacent residential areas Full EIA required - in terms of existing visitors to the seaside locations	3 to 6 months for charges/ economic/regeneration report, 3-6 months for full TRO process, inc consideration of objections plus 6-9 months for design, procurement and implementation of equipment.	Capital expenditure required and existing staffing resource Revenue implications, enforcement, cash collection etc	Estimated income £200k per annum, will depend on scale of charges and final number of locations	Income could be used to offset any of the other proposals that will negatively impact on income.
15	Introduce parking charges into coastal locations e.g. New Brighton, West Kirby, Leasowe, Hoylake.	New income from some of the seaside/tourist areas.	Could result in model change and hence positively supports	Potential adverse impact on local economy/regeneration Potential displacement into adjacent residential areas Full EIA required - in terms of existing visitors to the seaside locations	4 to 6 months for charges/ economic/regeneration report, 3-6 months for full TRO process, inc consideration of objections plus 6-9 months for design, procurement and implementation of equipment.	Capital expenditure required and existing staffing resource Revenue implications, enforcement, cash collection etc	Estimated income £250k per annum, will depend on scale of charges and final number of locations	Income could be used to offset any of the other proposals that will negatively impact on income. Coastal locations have proven popular following the relaxation of the lockdown restrictions.
16	Introduce charges for resident parking schemes	Schemes would become self financing	Could result in model change and hence positively supports	Full EIA required to ascertain the likely impact on residents. May have small adverse impact on local economy/regeneration.	3 months for public consultation, 3-6 months for TRO process, consideration of objections. Implementation phased over a further 6-12 months to allow for processing 5000+ applications, payments and permits.	Existing staffing resource only	Estimated income will depend on fee, approx. £75-£100k per annum	Income could fund improved maintenance of lines and signs and hence better compliance/enforcement
17	Review of existing on-street charges in Birkenhead Controlled Parking Zone.	Introduction of "competitive" edge of town charges may increase patronage and income.	Could result in model change and hence positively supports	Full EIA required to ascertain the likely impact on the local businesses and shoppers to Birkenhead. May have small adverse impact on local economy/regeneration.	3 to 6 months for charges/ economic/regeneration report plus 3-6 months for full TRO process, inc consideration of objections and new tariff implementation.	Existing staffing resource only	Current income pre-COVID approx. £380k per annum. Estimated income £500k	Private operators may reduce charges and we become less competitive

18	Introduce evening charges on and off street.	Possible income from some areas with a thriving night time economy	Potential adverse impact on local economy/regeneration. Impact for visitors in some resident parking areas Potential displacement into adjacent areas Revenue implications, enforcement etc	Full EIA required on businesses and tourism areas. Assessment of current use of carparking etc in the evening? May have small adverse impact on local economy/regeneration.	3 to 6 months for charges/ economic/regeneration report plus 3-6 months for full TRO process, inc consideration of objections and new tariff implementation.	Capital expenditure required and existing staffing resource Revenue implications, enforcement, cash collection etc	Estimated income £100 - £200k per annum, will depend on scale of charges and number of locations	Progress to detailed scheme design following Economic/Regen appraisal
19	Emissions based charges	Could lower charges for electric / low emission vehicles and increase charge for higher emission vehicles - link to wider Transport Strategy	Positive links to climate change strategy	Full EIA required to ascertain the likely impact on residents. May have small but temporary adverse impact on local economy/regeneration.	3 to 6 months for charges/ economic/regeneration report plus 3-6 months for full TRO process, inc consideration of objections and new tariff implementation.	Potential capital expenditure required for additional EV charging points, potential negative revenue implications, existing staffing resource	In isolation may initially result in reduced parking income.	Probably best introduced in conjunction with resident or other seasonal/periodic charges. Would need to be linked to a scheme were residents have pre registered, (Cashless parking App or Wirral resident permit scheme) as too complex for P&D machines
20	Car park asset transfer or disposal in part or whole	Potential for capital receipt or revenue stream depending upon options appraisal - link to wider Transport Strategy	Proposal does not either support or discourage either of these agendas	Full EIA required on businesses, tourism and residents. Assessment of current use of carparking etc ? Disposal of under utilised car parks should not have any adverse impact on local economy/regeneration.	12 months +	Existing staffing resource only	Assess asset transfer or disposal on basis of level of income and maintenance costs.	Dependent upon car park and terms of disposal. Better managed car parks may encourage use although this is dependent upon location and charging agreed with the new operator. Potential loss of control and impact on regeneration/economy. It transfers any risk.

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	Budget Implications in column 'H' have been RAG rated where green is positive for income and Red is negative for income.
	The 2020/21 figures allow for the compensation from the government COVID 19 emergency fund scheme.
	Assuming charges are reintroduced there will be a budget pressure for 2021/22 of approximately £1 million based on a 60% drop in income as a result of COVID