



Herefordshire Council

Car Park Charges Review

Consultation with key stakeholders August 2020

Details of how to provide your views are included at the end of this document.

BACKGROUND AND PROPOSAL

1. INTRODUCTION

Parking arrangements are in place to manage demand for parking spaces, promote sustainable and healthier modes of transport in order to encourage visitors. Herefordshire Council operates 39 car parks across the county and manages on-street paid for parking in Hereford, which are used 2 million times a year by visitors, shoppers and commuters.

Well-managed parking, where spaces are available to those that need to travel by car, is essential to support the economic vitality of our towns and the city centre. Should residents and visitors need to use their car, parking should be available, simple and convenient.

It will always be necessary to have some parking charges - to control the availability of spaces and congestion in the high demand areas and to encourage people to walk or cycle into town where they can.

The surplus income, the income left over after the cost of operating and maintaining car parks has been accounted for, is used to directly support services provided by the council such as concessionary travel and highways. Without this income the council would need to reduce expenditure on essential services.

Finding the balance between convenient parking, supporting visiting, encouraging other modes of transport and maintaining a viable income stream is a continuous challenge to the council.

This consultation has been launched to gather feedback on proposed changes to the parking charges and concessions structure, county-wide. This will assist the council to decide on how car parking charges will be applied in the future, and any changes that may be required.

A copy of the decision taken on 23 July 2020 by the Cabinet Member Infrastructure and Transport, Cllr John Harrington, authorising a review of car parking charges to enable consultation with key stakeholders can be found on the council website <http://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=7013>

Our objectives are outlined in [The Local Transport Plan 2016 -2031](#) and [The County Plan 2020 - 2024](#).

2. CURRENT ARRANGEMENTS

The current charging regime has developed over time with various changes taking place creating layers of different charges across the county.

In Hereford, Sunday and evening charges have been added in the past creating a differential set of charges between the days and hours that drivers use the car parks. The Market Towns all have a different charging regime which appears to have been inherited following authority boundary changes in the past, and then evolved over time in each locality.

This has resulted in there now being over 600 different tariff variations in the county, and a somewhat complex charging structure for drivers to understand.

Annual agreed concessions are currently limited to the Christmas period where there are 5 free 'late nights' in Hereford, and 1 free full day in the Market Towns.

3. PROPOSAL

a. General Charging structure

In order to simplify the existing complex charging regime it is proposed that a colour coded theme for each car park with a clear message that drivers can easily understand is introduced countywide. The colour scheme gives drivers a clear message on which location should be considered first for parking, and the tariff will reflect

this. The messaging around each band recognises the different types of user car parks attract and breaks them down to give an indication as to their suggested use.

<p>Work & Stay</p> <p><i>“Long stay parking for commuters, day or overnight visitors”</i></p>	<p>Eat & Visit</p> <p><i>“Central parking for workers and visitors”</i></p>	<p>Stop to Shop</p> <p><i>“Convenient parking for short stay visits”</i></p>
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b. Parking tariffs

In order to bring some of the charging bands into alignment this will result in some increases and decrease to individual tariffs. Though some of the increases can be mitigated with the concessions outlined below.

Drivers that wish to park in the most central or popular locations should expect to pay more - as a basic principle of demand management - and they should however be aware they have other options.

Drivers planning a journey, and looking for ultimate convenience, can head towards a ‘stop to shop’ car park. At these locations they can expect to pay for their parking per hour which is ideal for short stay visits such as shopping. When planning a journey for longer in a central location, such as eating or visiting, drivers can park at an ‘eat and visit’ location where tariffs will allow either an hourly or an all-day rate. For longer visits drivers can park in out of town locations where the most cost effective tariffs will be available.

Refer to appendix 1 for the detail of all parking tariffs and the proposed changes.

c. Car Park allocation

In order to achieve maximum simplicity for drivers, car parks will be grouped into these bands across the county where one charge will apply in Hereford, another in the large market towns of Ledbury, Leominster and Ross, and another for Kington (being a small market town).

Refer to appendix 1 for an overview of the proposed car park charges and allocation of car parks to bands.

d. Concessions

Concessions for parking, free or reduced price parking, can be beneficial in both encouraging travel at off peak times and supporting dwell time for visitors. These however should not be considered where they may create space availability, congestion, or other traffic management issues. By taking into account some feedback already received all of the following concessions to the parking structure outlined above may be considered. These apply concessions evenly to both night time, day time, weekend and weekday traders - whilst also recognising the importance of dwell time, space availability and sustainable travel.

Super Sundays - charge capped at 3 hours, and free on street and after 6pm in Hereford. Completely free in all Market Towns.

Active Wednesdays - provides an incentive to parking further out of town and then walking.

Evenings are for Eating - Free after 6pm in Market Towns and Hereford on street, and free after 8pm in Hereford car parks.

Christmas Presents - free after 12pm on five Wednesdays before Christmas, and another free day each year.

Some of the concessions outlined in the table below are currently available where some are new or an extension of the current tariffs. The arrangements for Blue Badge Holders will not change where they will be entitled to 3 hours free parking in all council car parks.

Proposed charges and concessions

	CITY	LARGE MARKET TOWNS	SMALL MARKET TOWNS
	Hereford	Ledbury, Leominster & Ross	Kington
	Mon - Sun (8am - 8pm)	Mon - Sat (8am - 6pm)	Mon - Sat (8am - 6pm)
Work and Stay	Per hour£1.00 All day.....£5.00	Per hour.....£1.00 All day.....£3.00 (Wilton Road £1.00 all day)	FREE
Eat and Visit	Per hour£1.40 All day.....£7.00	Per hour.....£0.80 All day.....£4.00 (Local time limits may apply)	Per hour.....£0.50 All day.....£2.00
Stop to Shop	Per hour..... £1.60 (On Street P&D: £1.00 for 30 mins, £2.00 for 1 hours; £4.00 for 2 hours)	Per hour.....£1.00 All day£6.00 (Local time limits may apply)	N/A
Concessions:	<p>Super Sundays</p> <ul style="list-style-type: none"> ✓ Pay 3 hours & park all day ✓ Free on street parking ✓ Free after 6pm in all car parks <p>Active Wednesdays</p> <ul style="list-style-type: none"> ✓ Buy 1 hour get 3 at selected out of town car parks <p>Evenings are for Eating</p> <ul style="list-style-type: none"> ✓ Free after 8pm every day in all car parks ✓ Free after 6pm on street <p>Christmas Presents</p> <ul style="list-style-type: none"> ✓ 5x Free Wednesday afternoons ✓ 1x Free after 10am for the Christmas lights switch on day. 	<p>Super Sundays</p> <ul style="list-style-type: none"> ✓ Free Parking <p>Active Wednesdays</p> <ul style="list-style-type: none"> ✓ Buy 1 hour get 3 at selected out of town car park <p>Evenings are for Eating</p> <ul style="list-style-type: none"> ✓ Free after 6pm everyday <p>Christmas Presents</p> <ul style="list-style-type: none"> ✓ 5x Free Wednesday afternoons ✓ 1x Ledbury free after 10am for Christmas lights switch on ✓ 1x Leominster free after 10am for Christmas market ✓ 1x Ross free after 10am for Christmas lights switch on 	<p>Super Sundays</p> <ul style="list-style-type: none"> ✓ Free Parking <p>Evenings for Eating</p> <ul style="list-style-type: none"> ✓ Free after 6pm everyday <p>Christmas presents</p> <ul style="list-style-type: none"> ✓ 5x Free Wednesday afternoons ✓ 1x free after 10am for food festival

<u>Car Park Allocation to bands</u>	Work and Stay	Eat and Visit	Stop to Shop
Hereford	Friars Street (6pm) Merton Meadow* St Martins 1* St Martins 2	Bath Street Bus Station Garrick multi-storey Greyfriars Union Walk Venns Close Wye Street Town Hall	Goal Street West Street Maylords Shirehall On Street P&D (2hrs max.)
Ledbury	Bridge Street	Bye Street (3hrs Max.) Lawnside Road*	St Katherines
Leominster	Broad Street Dishley Street*	Etnam Street	Central Area (2hrs Max.)
Ross	Edde Cross King Acre Kyrle Street Wilton Road	Corn Exchange Crossfields Red Meadow*	The Maltings (3hrs Max.)
Kington	N/A	Mill Street	N/A

*Active Wednesday location

RESPONSE

To provide feedback in respect of this proposal, or anything else please complete the online survey:

[Open the Car park charges consultation 2020 survey](#)

If you have any questions regarding these proposals or wish to arrange a telephone meeting prior to submitting your response then please contact (though note that you should still complete the survey above):

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Responses must be returned by returned by **26 August 2020** (21days)