

Report of the Portfolio Holders for Resources and Personnel Policy and Economic Development and Asset Management.

Annual Car Parking Analysis Report

1. Purpose of Report

To update Cabinet on car park usage, income, and footfall for each town in the Borough from 2022/23 through to November 2024.

2. Recommendation

Cabinet is asked to NOTE the report.

3. Detail

Prior to January 2024 the parking service was unable to cover its costs. This resulted in a subsidy from the General Fund of circa £100,000. This was managed in part through the holding of enforcement vacancies within the service and through the increased sale of permits in car parks, such as Devonshire Avenue car park. As a result, at Cabinet in October 2023 it was reported that the loss in the previous year had been reduced to approximately £39,000.

Recognising that this was a difficult decision, Cabinet agreed to introduce new car parking charges from 1 January 2024, in order to ensure that the service was sustainable and was able to cover its own costs, rather than being subsidised by the General Fund.

Appendix 1 provides data relating footfall in each of the town centres from 2019 with the car park utilisation data overlaid on the same graphs from 2022.

Appendix 2 shows the gross income for the same period i.e. from 2022. There are many variables linked to the utilisation of car parks during the period covered, for example:

- Increase in online shopping as a result of the behaviour made more popular during the pandemic
- Cost of living pressures including the increase in the cost of energy, fuel and inflation
- Free parking over the holiday period resulting in utilisation being distorted (utilisation figures are informed through parking ticket transactions which are suspended during free periods). Members will note in the graphs included in **Appendix 1** that December shows a

decrease in utilisation with the extent of the decrease being dependent on the number of free weeks.

- Free parking to assist residents during periods of infrastructure replacement for example, the works in Kimberley during 2024 to replace the gas main.
- A change introduced in January 2024 allows for a two hour stay for £1. Therefore, residents are now able to stay longer in the town centres, potentially reducing the necessity for multiple trips.
- Possibility that some local business employees are working in an agile way reducing footfall and car park utilisation.

The data clearly shows that car park utilisation has reduced; however, the data does not appear to show a direct correlation between this and footfall potentially suggesting that other variables / other factors may impact to varying degrees both car park utilisation and footfall.

As well as an enhanced (three week) period of free car parking during the Christmas period in December 2024 the Economic Development team is looking at the development of a free car parking scheme with businesses, supported by the UKSPF.

The increase in car parking charges included the addition of new charges from 4pm to 10pm. Throughout 2024 no enforcement has been undertaken. It is proposed that communication via social media and other Council platforms begins in the new year with enforcement starting from March 2025.

4. Financial Implications

The comments from the Head of Finance were as follows:

The net income budget from car parking changes (pay and display) in 2023/24 was £165,000. Since the agreed car park charges increase from January 2024, the base budget for 2024/25 was increased to £450,000. This uplift of £285,000 reflected the estimated increase in revenues under the preferred option as reported to Cabinet in October 2023.

The projected outturn for 2024/25 is expected to be below the budgeted target at around £400,000 to £420,000. This is still significantly higher than the 2023/24 original budget. This forecast is based upon on the current average monthly income and an estimated loss of £29,000 potential income to cover the free parking over the Christmas period.

5. Legal Implications

The comments from the Head of Legal Services were as follows:

Under section 35 of the Road Traffic Regulation Act 1984 (“the Act”), the Council may provide off street parking places and charge for the use of them. It is for the Council to decide the appropriate charge and in doing so it should have regard to the cost of providing the service. It is however not bound to set the charges at cost recovery only. The Council therefore has the power to impose parking charges in connection with the provision of off street parking. It may also impose charges connected with the suspension of parking bays and provide dispensation for exemption from parking restrictions. Section 122 of the Act imposes a general duty on the Council to exercise its functions under the Act to “secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities off the highway”.

In addition, the decision in R. (on the application of Attfield) v Barnet LBC confirmed that although the powers enabling local authorities to charge for the provision of parking must not be used for the purpose of raising revenue, the authority is not bound, when setting the charge, to reflect only the costs of providing it. Section 55 of the Act requires the Council to keep an account of their income and expenditure in respect of designated parking places including the parking charges. Section 55(4) of the Act sets out the purposes for which any surplus income in respect of designated parking places can be used. Therefore, any surplus in income in respect of designated parking places must be used for these purposes, which include: a) Provision and maintenance of off street parking b) Meeting costs incurred in the provision or operation of public transport c) Highway and road improvements and maintenance d) reducing environmental pollution e) Improving public open spaces.

6. Human Resources Implications

There are no comments from the Human Resources Manager.

7. Union Comments

Not applicable

8. Climate Change Implications

Climate change and growth are both important. If the data demonstrates fewer car journeys overall this is beneficial for the climate change objectives for the Borough. If the data is illustrating fewer car journeys but longer stays in the town centres this is potentially beneficial for both business and climate change.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

An equality impact assessment is not required.

11. Background Papers

Nil.

Appendix 1

Footfall and car parking utilisation data from each of the town centres is shown below. A number of key events are illustrated on the graphs for example, the red vertical line indicates the beginning of the pandemic, the green line when the pandemic arrangements ended with the beginning of the period known as “living with COVID”, the amber line attempts to highlight the period where fuel, energy prices and inflation were rising, and finally the black line the introduction in January 2024 of the new car parking charges.

Key:

March 2020	- COVID lockdown began
April 2022	- COVID arrangements end (living with COVID)
January 2023	- Cost of living (e.g. increase in energy and fuel prices / inflation)
January 2024	- New car parking charges

Data:

It should be noted that the car park utilisation data is skewed during December each year dependent upon the extent of the free parking provision over the Christmas period. In 2023 this was a 2-week period and in 2024 a 3-week period. This provision effects all four town centres.

Another point of note relates to Kimberley. The utilisation data between 27 July 2024 and 4 October 2024 is zero. This was as a result of a Cabinet decision to assist residents by providing free car parking during the installation of the new gas main on Main Street.

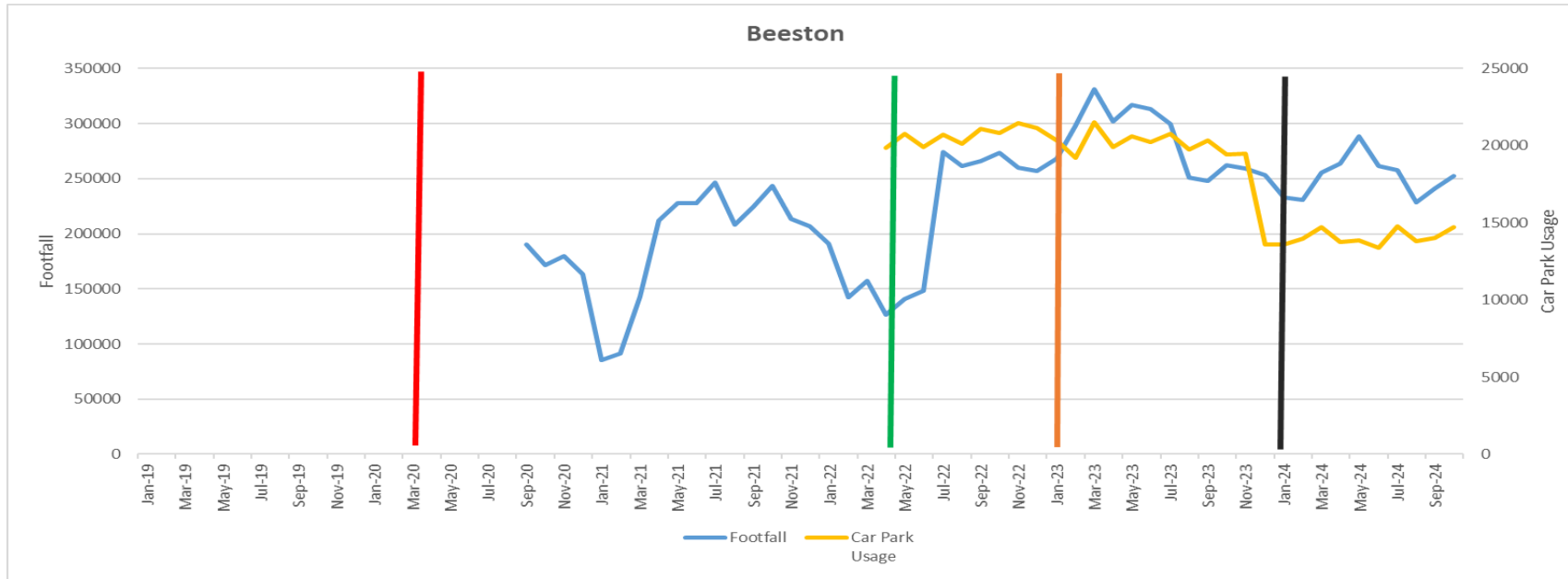
Graphs:

A graph is provided for each of the town centres overlaying footfall (primary Y axis) and car park utilisation (secondary Y axis). Whilst it has not been possible to draw a direct correlation between footfall data and car park utilisation data it does appear that the same external factors may effect both data sets to varying degrees. An attempt has been made to interpret the data and this is included above each of the graphs in the observations section.

Beeston

Observations:

From early 2023 Graph 1 illustrates that footfall data in Beeston was on a downwards trend, this trend appears to reverse and since early 2024 the trend has been more positive. Car park utilisation during the same period was fairly flat with the impact of the 2-week free car parking during the Christmas period clearly demonstrated in the data. Since the COVID arrangements ended (see green line) footfall significantly increased, and continued to increase until the cost of living challenges early 2023. From April 2023 onwards, footfall shows a declining trend. The new car parking charges came into effect on 1 January 2024, after which, footfall starts to increase and therefore does not appear to be effected by the increase in car park charges.



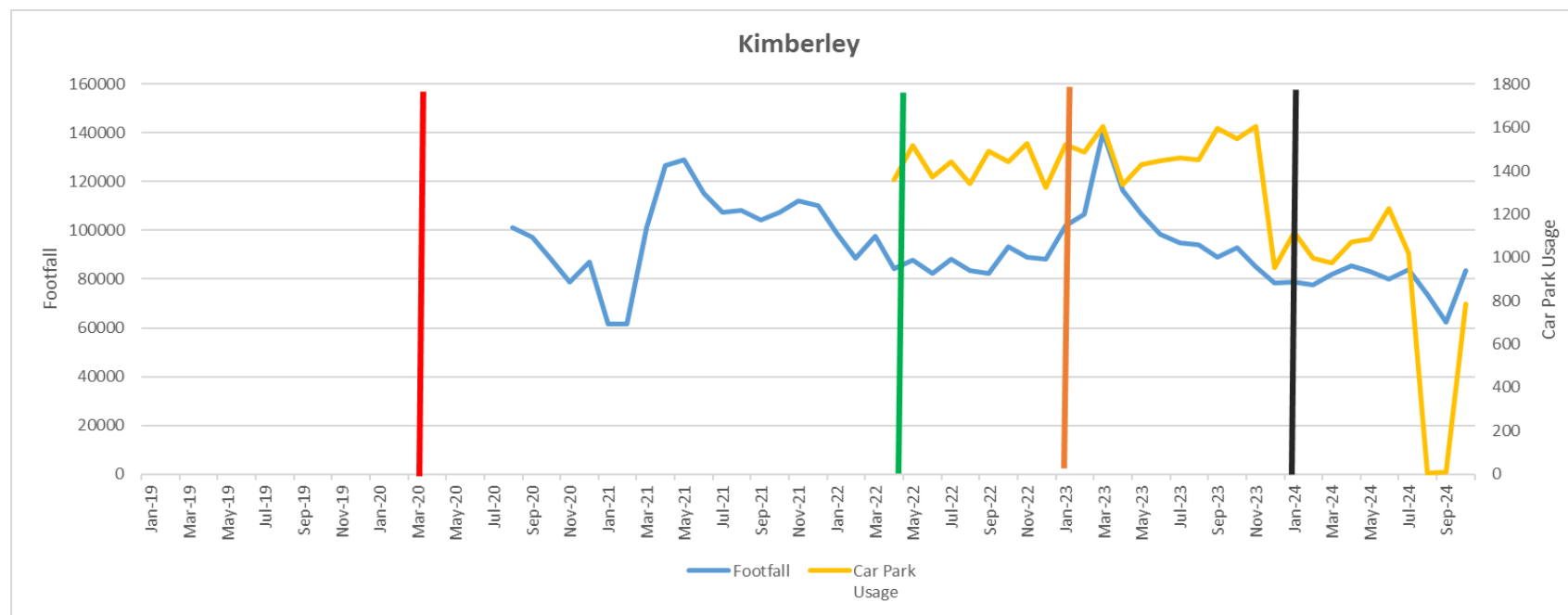
Graph 1: Beeston

Kimberley

Observations:

As with Beeston Graph 2 illustrates that from early in 2023 the footfall data in Kimberley was on a downwards trend this trend appears to flatten from December 2024 and remains reasonably constant until the gas main replacement on Main Street between the end of July 2024 and the beginning of October 2024 where a reduction in footfall can be observed.

Most of the Council’s car parking facilities in Kimberley are free of charge with only Victoria Street car park attracting any charges. The data in the graph illustrates that the use of this car park remained fairly constant from the end of the COVID arrangement (see green line) to just prior to the 2023 free car parking provision during the Christmas period. Although car park utilisation has not returned to the same level as seen prior to January 2024, this could be explained in relation to the new 2-hours for £1 arrangement introduced. During the gas main replacement, the Council to support local residents, provided free car parking. This can clear be seen in the data with utilisation hitting zero – while the car parks were in use, utilisation is calculated based on parking ticket transactions.

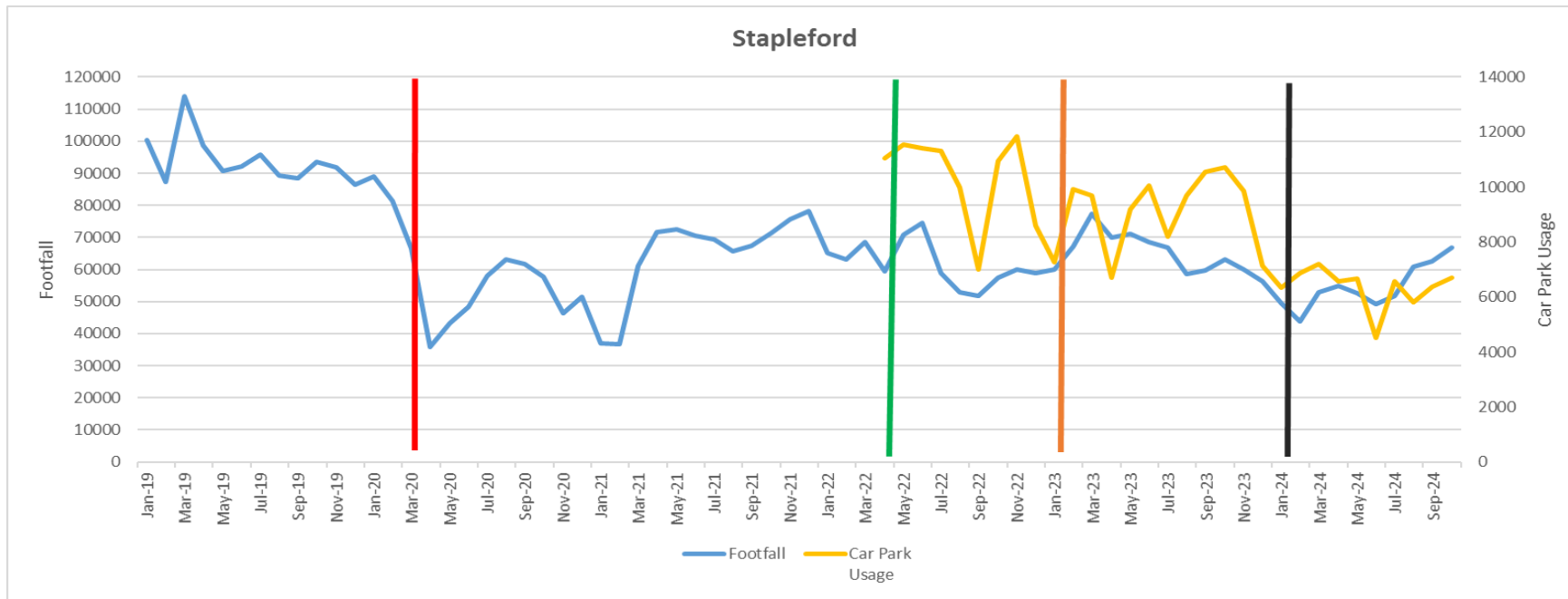


Graph 2: Kimberley

Stapleford

Observations:

Similar to the observations in Beeston Graph 3 illustrates that from early in 2023 the footfall data in Stapleford was on a downwards trend this trend appears to reverse and initially early 2024 shows a positive trend. Car park utilisation during the same period is more erratic. It is difficult to determine at this stage why such erratic increases and decreases can be seen in the data since the COVID arrangements ended (see green line). Car park utilisation dropped in December 2023 but as with Beeston this drop was a result of the 2-weeks free car parking provision over the Christmas period. Although car park utilisation has not returned to the same level as seen prior to January 2024, this could be explained in relation to the new 2-hours for £1 arrangement being introduced.

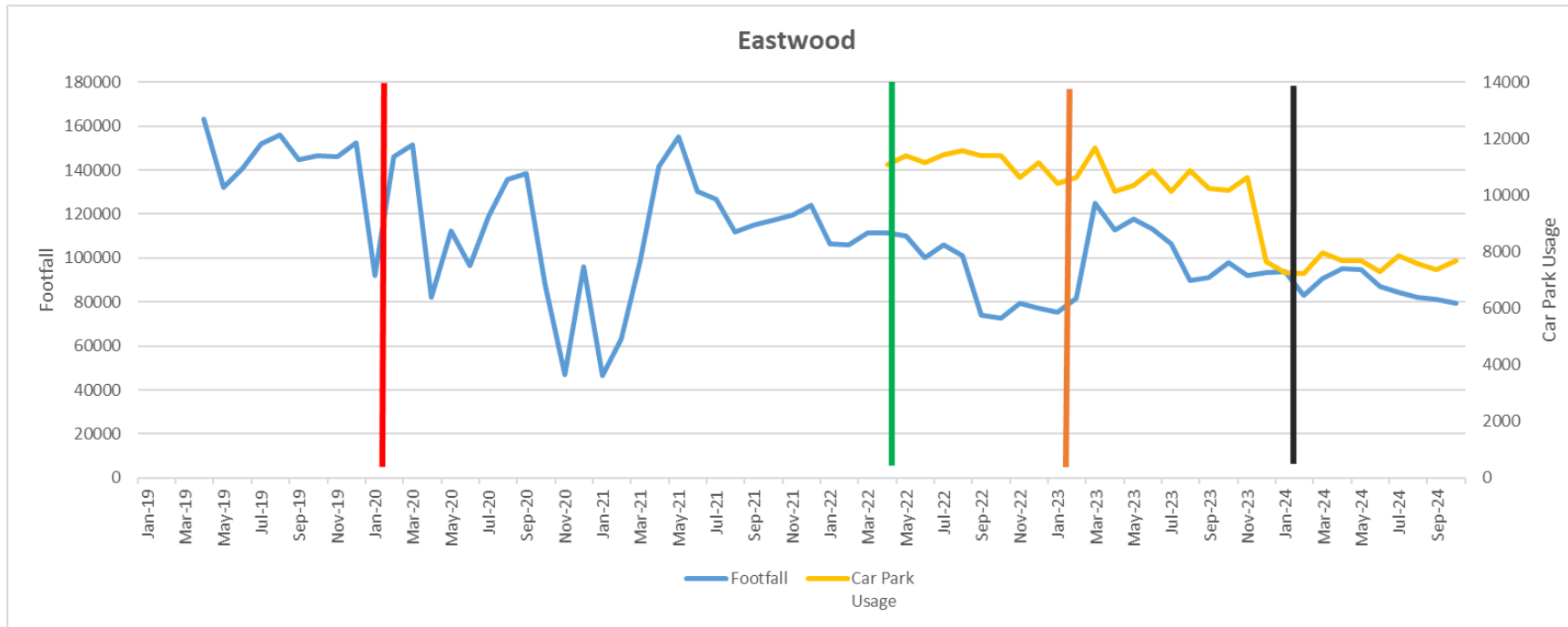


Graph 3: Stapleford

Eastwood

Observations:

The data below shows car park utilisation dropped in December 2023 as with the other towns this drop was a result of the 2-weeks free car parking provision over the Christmas period. Although car park utilisation has not returned to the same level as seen prior to January 2024, this could be explained in relation to the new 2-hours for £1 arrangement being introduced. Footfall data in Eastwood has been following a relatively flat trend since August 2023 and does not appear to have been adversely impacted by the increase in car parking charges.



Graph 4: Eastwood

Footfall and Car Park Utilisation Raw Data

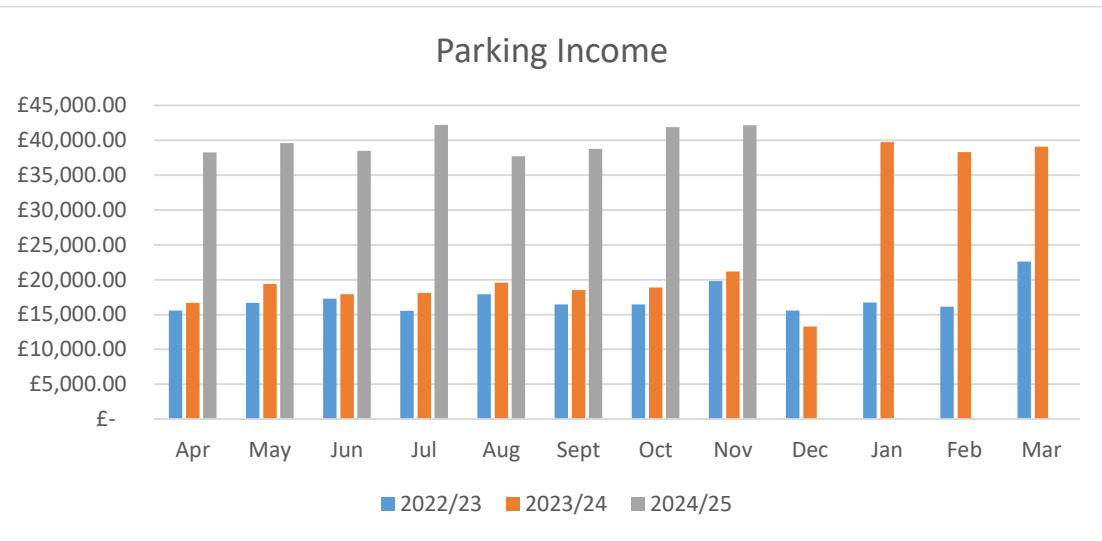
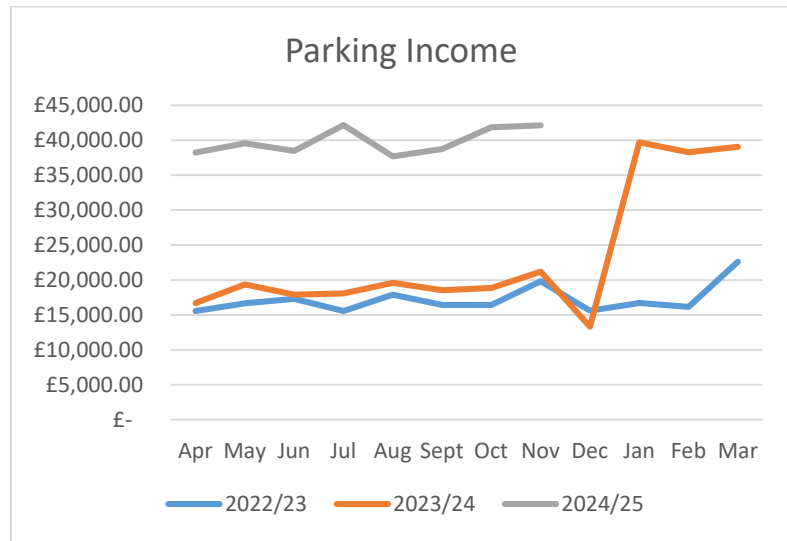
Beeston			Kimberley			Stapleford			Eastwood		
Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage
Oct-24	252714		Oct-24	83706		Oct-24	66709		Oct-24	79374	
Sep-24	241635	14010	Sep-24	62200	9	Sep-24	62664	6355	Sep-24	81354	7372
Aug-24	228675	13791	Aug-24	73888	7	Aug-24	60971	5813	Aug-24	82144	7575
Jul-24	257728	14754	Jul-24	84010	1017	Jul-24	51749	6572	Jul-24	84485	7867
Jun-24	261206	13376	Jun-24	80030	1226	Jun-24	49064	4517	Jun-24	87277	7293
May-24	288565	13854	May-24	83242	1083	May-24	52646	6653	May-24	94811	7694
Apr-24	263872	13737	Apr-24	85377	1073	Apr-24	54827	6566	Apr-24	95293	7687
Mar-24	255278	14735	Mar-24	82141	973	Mar-24	52791	7208	Mar-24	90673	7968
Feb-24	230980	13986	Feb-24	77815	997	Feb-24	43794	6864	Feb-24	83152	7221
Jan-24	232786	13576	Jan-24	78639	1114	Jan-24	49460	6325	Jan-24	93671	7257
Dec-23	253057	13576	Dec-23	78366	954	Dec-23	56267	7117	Dec-23	93480	7658
Nov-23	259351	19492	Nov-23	85242	1607	Nov-23	60015	9865	Nov-23	92166	10636
Oct-23	262022	19443	Oct-23	92973	1547	Oct-23	63180	10711	Oct-23	97781	10188
Sep-23	248123	20328	Sep-23	89198	1595	Sep-23	59677	10564	Sep-23	91155	10254
Aug-23	250764	19749	Aug-23	94044	1452	Aug-23	58587	9688	Aug-23	89843	10886
Jul-23	299410	20762	Jul-23	94997	1458	Jul-23	66752	8183	Jul-23	106341	10145
Jun-23	313392	20216	Jun-23	98461	1446	Jun-23	68525	10062	Jun-23	113346	10877
May-23	317222	20624	May-23	106595	1431	May-23	71089	9195	May-23	117644	10355
Apr-23	301987	19916	Apr-23	116284	1338	Apr-23	70091	6696	Apr-23	112832	10127
Mar-23	331185	21500	Mar-23	140456	1605	Mar-23	77219	9685	Mar-23	124914	11681
Feb-23	298505	19190	Feb-23	106567	1484	Feb-23	67028	9924	Feb-23	81786	10615
Jan-23	268054	20360	Jan-23	101864	1523	Jan-23	60004	7261	Jan-23	75281	10426
Dec-22	257360	21164	Dec-22	88361	1324	Dec-22	59008	8603	Dec-22	77400	11143
Nov-22	260077	21437	Nov-22	88860	1526	Nov-22	60024	11835	Nov-22	79312	10634
Oct-22	273599	20808	Oct-22	93222	1444	Oct-22	57506	10956	Oct-22	72695	11394

Beeston			Kimberley			Stapleford			Eastwood		
Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage
Sep-22	266347	21107	Sep-22	82303	1492	Sep-22	51664	7007	Sep-22	73981	11397
Aug-22	261845	20119	Aug-22	83554	1340	Aug-22	52993	9997	Aug-22	101101	11559
Jul-22	274478	20726	Jul-22	88192	1444	Jul-22	58911	11318	Jul-22	105986	11439
Jun-22	148596	19897	Jun-22	82168	1373	Jun-22	74590	11415	Jun-22	100277	11149
May-22	140653	20758	May-22	87766	1518	May-22	70786	11537	May-22	109967	11383
Apr-22	126722	19842	Apr-22	84462	1360	Apr-22	59404	11060	Apr-22	111509	11084
Mar-22	157232		Mar-22	97641		Mar-22	68436		Mar-22	111530	
Feb-22	142499		Feb-22	88452		Feb-22	63234		Feb-22	106035	
Jan-22	190957		Jan-22	98653		Jan-22	65150		Jan-22	106484	
Dec-21	206832		Dec-21	110295		Dec-21	78319		Dec-21	123875	
Nov-21	213878		Nov-21	112091		Nov-21	75761		Nov-21	119654	
Oct-21	243300		Oct-21	107292		Oct-21	71511		Oct-21	117239	
Sep-21	224876		Sep-21	104336		Sep-21	67485		Sep-21	114941	
Aug-21	208347		Aug-21	108045		Aug-21	65592		Aug-21	112020	
Jul-21	246352		Jul-21	107475		Jul-21	69452		Jul-21	126849	
Jun-21	227461		Jun-21	115197		Jun-21	70529		Jun-21	130151	
May-21	227693		May-21	129083		May-21	72515		May-21	155313	
Apr-21	211989		Apr-21	126743		Apr-21	71672		Apr-21	141426	
Mar-21	142930		Mar-21	101156		Mar-21	61135		Mar-21	98488	
Feb-21	91035		Feb-21	61649		Feb-21	36663		Feb-21	63386	
Jan-21	85292		Jan-21	61658		Jan-21	36901		Jan-21	46533	
Dec-20	163492		Dec-20	87175		Dec-20	51595		Dec-20	96241	
Nov-20	179972		Nov-20	78922		Nov-20	46409		Nov-20	46916	
Oct-20	171281		Oct-20	88348		Oct-20	57685		Oct-20	87991	
Sep-20	190182		Sep-20	97049		Sep-20	61627		Sep-20	138347	
Aug-20			Aug-20	101258		Aug-20	63082		Aug-20	135858	

Beeston			Kimberley			Stapleford			Eastwood		
Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage	Month	Footfall	Car Park Usage
Jul-20			Jul-20			Jul-20	58036		Jul-20	119226	
Jun-20			Jun-20			Jun-20	48249		Jun-20	96624	
May-20			May-20			May-20	43143		May-20	112250	
Apr-20			Apr-20			Apr-20	35816		Apr-20	82004	
Mar-20			Mar-20			Mar-20	66558		Mar-20	151726	
Feb-20			Feb-20			Feb-20	81371		Feb-20	146067	
Jan-20			Jan-20			Jan-20	88870		Jan-20	92155	
Dec-19			Dec-19			Dec-19	86385		Dec-19	152252	
Nov-19			Nov-19			Nov-19	91953		Nov-19	145902	
Oct-19			Oct-19			Oct-19	93548		Oct-19	146513	
Sep-19			Sep-19			Sep-19	88433		Sep-19	144835	
Aug-19			Aug-19			Aug-19	89163		Aug-19	155855	
Jul-19			Jul-19			Jul-19	95795		Jul-19	151922	
Jun-19			Jun-19			Jun-19	92158		Jun-19	140782	
May-19			May-19			May-19	90630		May-19	132121	
Apr-19			Apr-19			Apr-19	98800		Apr-19	163266	
Mar-19			Mar-19			Mar-19	114105		Mar-19		
Feb-19			Feb-19			Feb-19	87377		Feb-19		
Jan-19			Jan-19			Jan-19	100384		Jan-19		

Gross Parking Income Breakdown

	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
2022/23	£ 15,565	£ 16,670	£ 17,284	£ 15,544	£ 17,903	£ 16,437	£ 16,447	£ 19,803	£ 15,586	£ 16,721	£ 16,148	£ 22,612
2023/24	£ 16,681	£ 19,372	£ 17,900	£ 18,082	£ 19,592	£ 18,525	£ 18,866	£ 21,191	£ 13,303	£ 39,700	£ 38,278	£ 39,070
2024/25	£ 38,261	£ 39,588	£ 38,471	£ 42,191	£ 37,689	£ 38,756	£ 41,874	£ 42,154	£ -	£ -	£ -	£ -



The forecast net income (gross income includes VAT at 20%) from car parking charges (pay and display) included in the 2024/25 budget was £450,000. Although not guaranteed the anticipated income for the full financial year, based on the current position, is between £400,000 and £420,000. This represents a reduction of between £30,000 and £50,000 from the original estimate provided to Cabinet in October 2023. A large element of this can be explained as a result of the decision to provide free car parking during the Christmas period, to support residents and businesses, at an estimated cost of £29,000. In addition, free parking was provided for Kimberley residents during the works to replace the gas main on Main Street from 27 July 2024 to 4 October 2024 at an estimated cost of £1,500.