

SEASONAL CHARGING	6th February 2018
TO: ENVIRONMENTAL SERVICES COMMITTEE	
FOR DECISION	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Infrastructure
Outcome	The Council will continuously examine and introduce ways to provide services in a more accessible and efficient way.
Lead Officer	Head of Capital Works, Energy & Infrastructure
Initial Capital Outlay Cost:	£133k
Potential Revenue:	£75k - £318k per season, depending on tariff

Background

The transfer of the Off Street Parking functions from the DRD to local councils occurred on 1st April 2015 by virtue of the Off Street Parking (Functions of District Councils) Act 2015.

Council is obligated to have a car parking strategy under the Strategic Planning Policy Statement.

Car Parking Strategy

Council gave permission to consult externally with and agreed a list of external organisations and groups on the draft car parking strategy (these external organisations are listed in appendix A) in advance to enhance Members consideration and deliberations to develop an approved strategy.

The consultees have now provided feedback, and Officers scheduled consultations with Members during January 2018 to present both the strategy and the external feedback on all aspects of the strategy.

Seasonal Car Park Charging Opportunity 2018

As the seasonal charging element of feedback has been completed within the car parking strategy and to avail of an identified opportunity within the strategy (objective 2) this presents an opportunity at this time to present seasonal charging to Members if implementation is to be secured during 2018.

This report and update is to inform Members of the opportunity of seasonal charging and to convey its alignment with the wider car parking strategy.

The following supporting information has been assessed for Members consideration.

- A. Need.
- B. Financial analysis.
- C. External feedback.

A. Need

Revenue generated by these sites would contribute to the three main parking enhancements:

This can be summarised with 4 main categories.

- I Visitor experience (both user and trader)
- II Management
- III Maintenance Contribution
- IV Project Contribution

I. Visitor Experience Enhanced user distribution and contribution to VMS (Variable Messaging System).

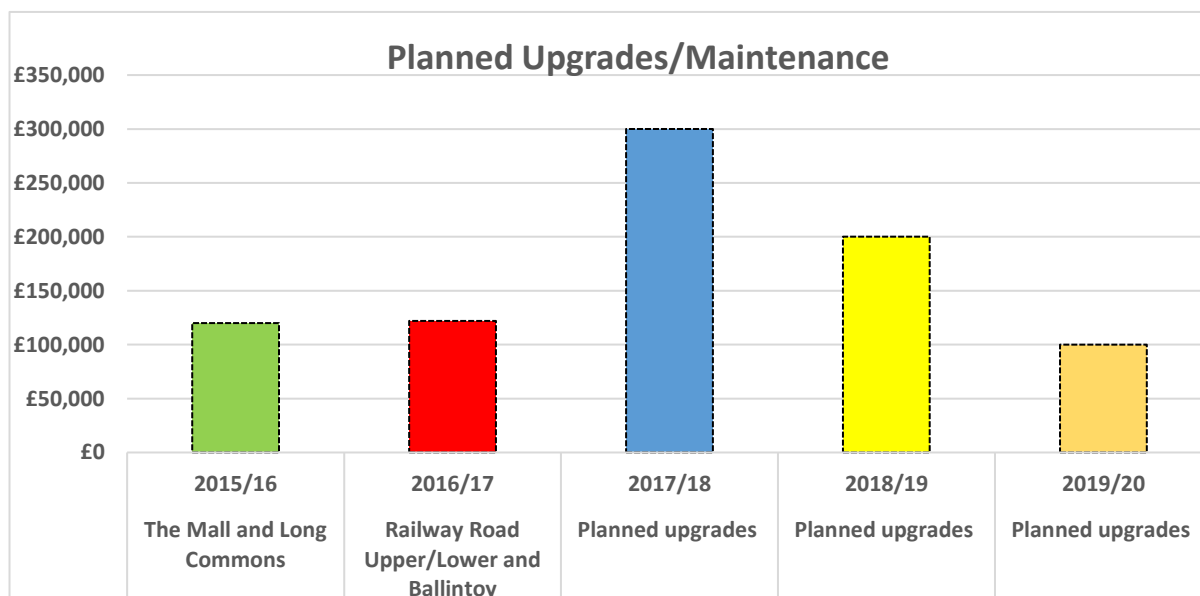
As identified with the Tourism Infrastructure, Portrush visitors would benefit from 3 VMS signs at the location identified on the map appendix B and links to park and ride /stride facilities in the future. Subject to business case for consideration by members at a later date.

II. Enhanced management and enforcement contribution throughout all car parks & amenity spaces

Inappropriate parking requires enforcement throughout all car parks and public realm spaces.

III. Maintenance contribution offset

From 2015/16 Council have spent £242,000 upgrading car parks and a further £500,000 is estimated to be required to complete further upgrades. (Gritting £15,000 PA)



IV. New Car Parking Development.

An already commissioned study has already been completed and has identified that a significant issue exists with the lack of event space car parking capacity within the Portrush area and that the Town would benefit from additional park and ride facilities.

Tariffs to be considered if seasonal charging is implemented.

Options	Tariffs
1	20p per hour, capped at £1.00 for all day.
2	30p per hour, capped at £1.50 for all day.
3	40p per hour, capped at £2.00 for all day.
4	50p per hour, capped at £2.50 for all day.
	Note: Tariffs do not have to be capped for an all day limit

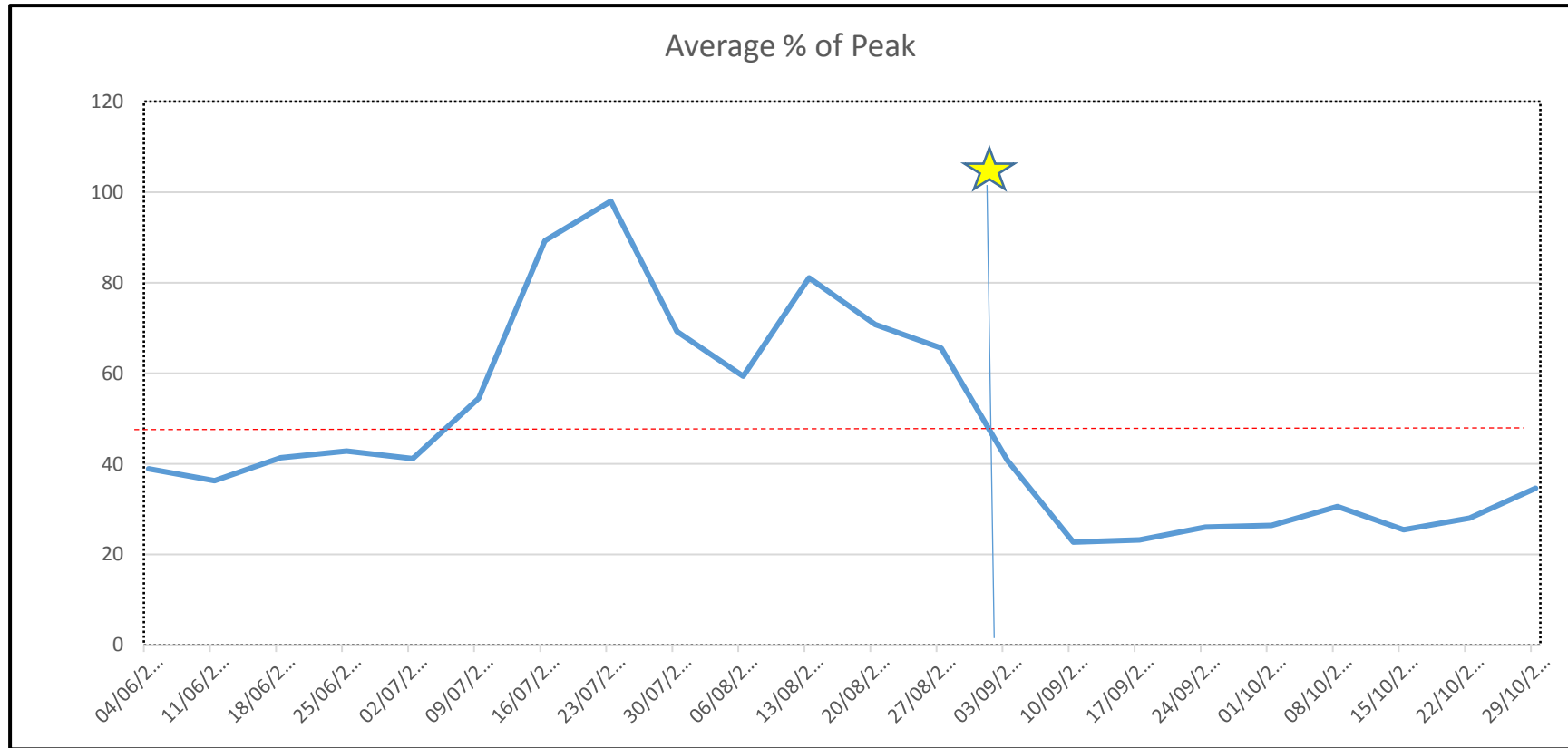
B. Financial Analysis

Projected income for a total of 211 days during March and September 08:30am – 18.30pm

Seasonal Charging from 1st March- 30th Sept 2018. Monday - Sunday 8:30am - 6:30pm. Total of 211 charging days	Spaces	Option 1. 20p per hour, £1.00 for all-day	Option 2. 30p per hour, £1.50 for all-day	Option 3. 40p per hour, £2.00 for all-day	Option 4. 50p per hour, £2.50 for all-day
Ballintoy Harbour	46	£ 4,853.00	£ 7,279.50	£ 9,706.00	£ 12,132.50
Ballycastle Marina	64	£ 6,752.00	£ 10,128.00	£ 13,504.00	£ 16,880.00
Portballintrae Beach Road	132	£ 11,700.00	£ 20,572.50	£ 27,430.00	£ 34,287.50
Portrush Dunluce Avenue	240	£ 25,320.00	£ 37,980.00	£ 50,640.00	£ 63,300.00
Portrush landsdowne	218	£ 22,999.00	£ 34,498.50	£ 45,998.00	£ 57,497.50
Portrush East Strand	536	£ 56,548.00	£ 84,822.00	£ 113,096.00	£ 141,370.00
Portrush West Strand	186	£ 19,623.00	£ 29,434.50	£ 39,246.00	£ 49,057.50
Portstewart Convention	106	£ 11,183.00	£ 16,774.50	£ 22,366.00	£ 27,957.50
Projected Income based on; 50% occupancy level purchasing all-day P&D ticket.		£ 158,978.00	£ 241,489.50	£ 321,986.00	£ 402,482.50
Potential PCN revenue*		£ 60,000.00	£ 60,000.00	£ 60,000.00	£ 60,000.00
Projected total income		£ 218,978.00	£ 301,489.50	£ 381,986.00	£ 462,482.50
Capital Outlay**		£ 133,000.00	£ 133,000.00	£ 133,000.00	£ 133,000.00
Rates***		£ 70,000.00	£ 70,000.00	£ 70,000.00	£ 70,000.00
Enforcement/Maintenance costs****		£ 74,000.00	£ 74,000.00	£ 74,000.00	£ 74,000.00
Total		£ 277,000.00	£ 277,000.00	£ 277,000.00	£ 277,000.00
Net, first season March - Sept 2018		£ 58,022.00	£ 24,489.50	£ 104,986.00	£ 185,482.50
Second season 2019 minus the capital outlay		£ 74,978.00	£ 157,489.50	£ 237,986.00	£ 318,482.50

*Revenue based on 2016/17 PCN income between March-September with similar charged parking spaces. **Costs based on current Agency Agreement with DFI for basic P&D machine. Discussions with DFI required on exact number and type of machines required. ***Rates based on discussion with Valuation Service Directorate LPS, hypothetical NAV based car park comparisons within the Causeway Coast & Glens District for a 12 month period. Car parks will require revaluation to reflect the actual annual use. A relief may apply if the car parks were structurally closed to the public during the 5 month no charge period. **** Enforcement costs estimated, discussions with DFI will confirm level of enforcement, cash collection required etc. and costs.

A study was commissioned to gauge occupancy levels in the Car parks listed between the first week in June and the last week in October. Data received showed a 46% occupancy level overall in the car parks.

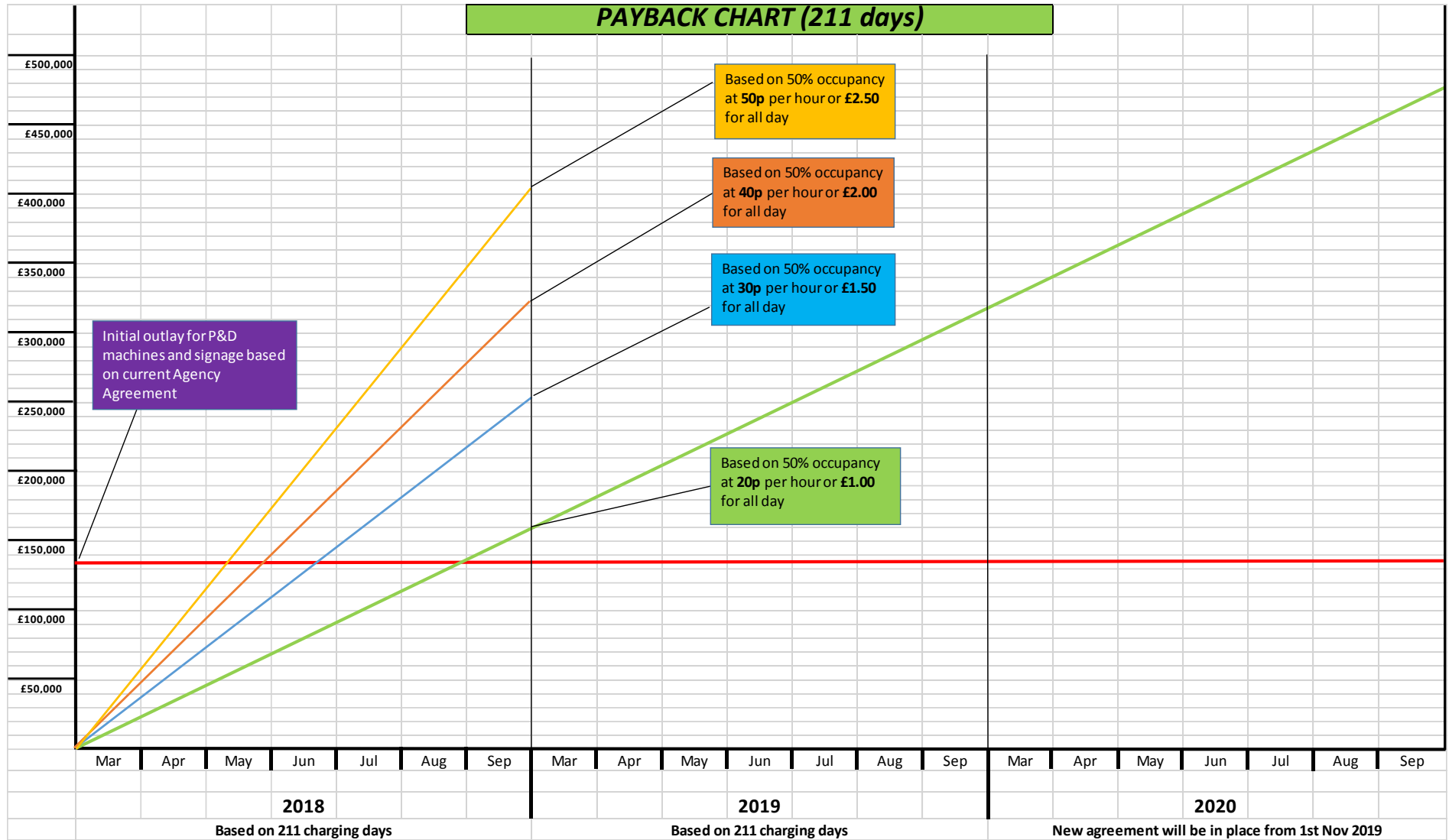


Portrush Air Show would have had a 100% peak on 2nd & 3rd September



Average 46%

Payback Chart on initial outlay based on 211 charging days.



C. External Feedback.

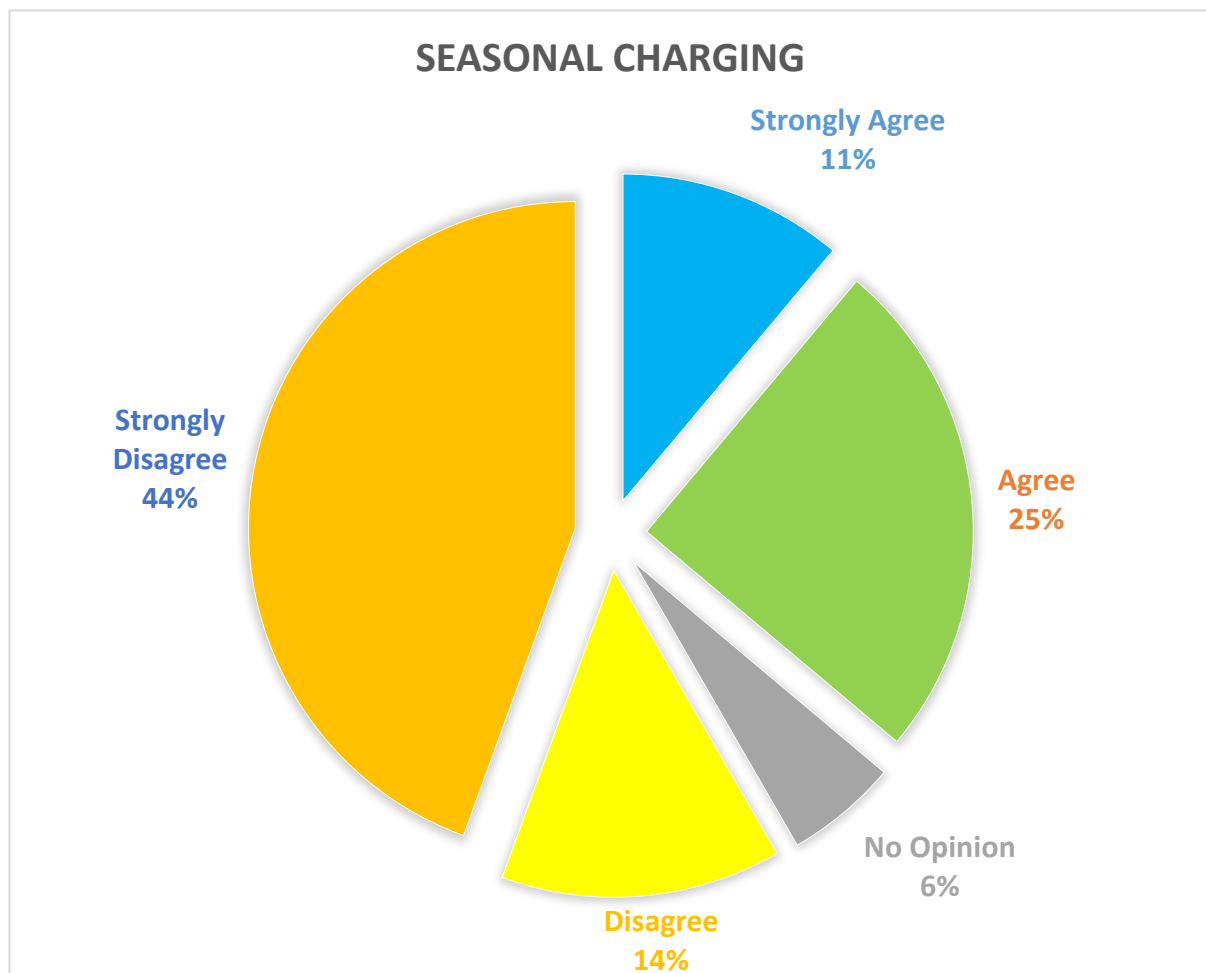
Members agreed a list of consultees for consultation feedback on the draft car parking strategy. Appendix A.

The consultation consisted of the following methodology;

- 1) Forwarding of draft car parking strategy and supporting documentation including comments survey. Appendix 3
- 2) Facilitating ease of feedback via
 - Survey Monkey
 - Word document
 - Invite to provide direct feedback via a meeting at Portrush Town hall on Thursday 9th November 2017.

Summary of Feedback on Seasonal Charging.

82% of the consultees replied to the survey and the seasonal car parking charging element of the draft car parking strategy (question 12 of the survey) can be summarised below;



In response to the question, Do you agree with the proposed action point highlighted in table 1 that Council should consider implementing seasonal charging in the nine sites listed in the document, comments were received as follows:

Comments with contact details provided:

VIEW	COMMENTS
STRONGLY AGREE	<ol style="list-style-type: none"> 1. "Ballycastle seafront is absolutely seasonal and all of our car parking issues are between March and September. With the main problem being not enough car parking spaces to facilitate the volume of tourists. Long term this is a massive problem and needs to be urgently addressed. Mary Street site needs to be considered as a viable option for a multi storey car park. 2. No further comments. 3. No further comments.
AGREE	<ol style="list-style-type: none"> 4. "People may spend hundreds of pounds getting to these locations, it's a small percentage of their outlay" 5. "Council should also consider reintroducing charging to all or part of Waterside Car Park in Coleraine as it currently caters only for all day parkers to the detriment of shoppers and visitors to the town and businesses located at waterside." 6. "This needs to be considered but the detail has to be clarified to all stakeholders prior to any introduction." 7. No further comment given. 8. No further comment given. 9. "I think it is fair that the car parks listed are considered for seasonal charging. However, in the case of Ballycastle, there are many factors to consider before the implementation should be approved. How the various users managed-e.g. the needs of the Rathlin residents, the day trippers to Rathlin on the Ferry, those visitors staying in Rathlin for more than 1 night, the local residents at the seafront. Also, regarding the Marina and harbour Car Parks, we would need to ensure that the current space is maximised- there are many spaces that are currently being underutilised in the 'Boat yard' area. If attention was paid to the reconfiguration of existing facilities, the capacity could be dramatically increased before any issues of charging are considered. Also, these car parks do not exist in isolation and the car parks at Ann Street, Quay Road playing fields and Sheskburn House/Mary Street need to be considered to ensure that the best possible solution is found-e.g., what park could be used for coach parking? Would VMS be used to link Ann Street, Quay Road and Mary Street to the seafront car parks? The use and abuse of on street parking is a consequence of the current parking issues at Ballycastle seafront-along Mary Street, North Street, Strandview Road and Quay Road in very busy times during the summer. Finally, a lot more detail on actual charges would need to be suggested before things could move forward." 10. No further comments.

	11. No further comments.
NO OPINION	12. "There needs to be clarity as to where this would be and how much it would cost before an informed opinion can be sought. It is also noteworthy that Ballycastle requires additional car parking particularly during the summer period and there should be a review of parking linked to increasing tourism in the area." 13. No further comments.
DISAGREE	14. "Activities like Parkrun and Surfing Schools have grown extensively over the past decade and are bringing vibrancy into the local scene. To introduce charges for parking could adversely affect the continuing success of these activities. Perhaps a flexible approach with a one hour grace period early morning could be considered" 15. "May put off some tourists" 16. "Portrush is being 'hit' with parking which is currently free to parking be chargeable with 1182 parking spaces of the total 1593 spaces being considered-that's over 74% a disproportional number of chargeable parking spaces being considered-with no proposal from Council for local people (who currently don't pay) for a free of charge 'parking pass'. Other towns around the UK issue each year, one free parking pass to each Council tax/rate payer's address. Example: Portsmouth." 17. No further comments.
STRONGLY DISAGREE	18. "I disagree with this because as someone who has grown up in Ballintoy I know the majority of visitors parking at Ballintoy harbour are elderly and can't always gain access to other beauty spots" 19. No further comments. 20. "Very strongly disagree with charging on the nine sites listed, will be charging local residents for use of own car parks, that's why we pay rates!!! VERY unfair! Perhaps you would issue residents passes to display on windscreen!" 21. "As a customer of the fishing boats I strongly disagree as we would spend up to eight or ten hours fishing and it would put the cost of fishing here too expensive and would fish elsewhere." 22. "Sites such as east and west strand in Portrush although desirable do not contribute to increased traffic in town due to circulating to find spaces. This would effectively marginalise those who would otherwise spend longer in the town who have decided they are happy to walk 5-10 minutes into town. Perhaps Landsdowne is a more viable option for this, however, none of these solutions address the limited spaces available at unforeseen and daily high volume traffic periods. It is not a case of there being spaces elsewhere, there are simply not enough spaces to deal with the volume of traffic." 23. "It is a disgrace to consider implementing charges in these sites. The issue is lack of space and to take more money from the

	<p>pockets of those spending time in local areas is a farce! More time spent equals more money spent. The paragraph on discouraging workers from parking closer to work is a disgrace and a further tax on said workers. Take more money out of a workers pocket and you will reduce their spending capability. I see this document as an excuse to fleece more money from people. A total disgrace.”</p> <p>24. No further comments given.</p> <p>25. No further comments.</p>
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Anonymous comments:

VIEW	COMMENTS
STRONGLY AGREE	26. No further comments given.
AGREE	27. No further comments given.
NO OPINION	28. No further comments given
DISAGREE	29. No further comments given
STRONGLY DISAGREE	<p>30. “I believe this is an awful idea that should not be considered. Seasonal parking results in the car park offering being inconsistent throughout the year and negatively impacts residents. Take for example the Ballycastle seafront car parks. Although during the March-September period these car parks can be utilised at peak times, these car parks afford residents of the town convenient access to enjoy the quay area. Seasonal parking results in local people being negatively impacted all in the name of exploiting the area as a revenue source. Alongside this, seasonal car parking will result in motorist’s attempting to park on the street and in other inconvenient spaces simply to avoid the charges. I do not believe such a change is beneficial for any user of the car parking facilities.”</p> <p>31. “It is a short sighted attempt for Council to make more money. Whilst we understand in areas where there is consistent high demand for short term parking, like in town centres, Tourism NI and Tourism Ireland are working hard to bring visitors to the area. Anything that is going to reduce the time a guest stays in Ballycastle seafront or town, or defer their stay to another destination is a really bad idea.”</p> <p>32. “There is no indication of what these charges might be, the examples used are all mainland UK, whilst they may have similar features (tourism/ AONB etc.) and the report mentions that in isolation parking charges don’t impact on footfall, it</p>

fails to consider the complete lack of public transport in comparison to the other UK examples. Whilst 'foreign' tourists tend to expect parking charges when they go to touristic area, more 'local' tourists and residents are put off by charges. Why bother stopping at the seafront in Ballycastle when you could park for free in a supermarket car park? Charging for parking in many of these locations risks turning them into tourist-only areas, which isn't sustainable for anywhere on the north coast. Residents who live out of town and have no choice but to drive to any of these hubs. In parts of the Peak District National Park and surrounding areas, residents are given complimentary parking stickers to use certain car parks- they have to do this to stop town centres dying in response to out of town supermarkets offering a one stop shop with free parking, perhaps you could consider the same, after all, people feel that they are getting less value for money on their rates already."

33. No further comments given.

34. No further comments given.

35. No further comments given.

36. No further comments given.

At the meeting in Portrush Town hall on Thursday 9th November 2017 representatives from Limavady Town Team, Ballycastle Chamber of Commerce, Rathlin Development & Community Association, Portrush Historical Society, Causeway Chamber of Commerce & Coleraine Town Team and Ballintoy Shop Owners were present.

A short presentation was provided to those in attendance followed by a Q&A session.

After this no negative comments were received reference seasonal charging.

Rathlin Development Community Association and Ballycastle Chamber of Commerce did raise concerns reference the Harbour Car Park and space required for Islanders, Boat Owners, and Ferry Users. Consideration will be given to redesign this car park to provide adequate free parking to ferry users, boat owners and residents of Rathlin Island.

Recommendation

It is recommended that Members consider the proposed seasonal charging at the car parks listed and to decide on an appropriate charging option between 1 and 4 and upon a decision of an option to provide permission to move to the next stage of procurement.

Appendix A – External Organisations used for Consultation

Title	First Name	Surname	Organisation
Mr	Frances Ann	Archibald	CTT - retail
Mrs	Karen	Dickson	CTT - Planning
Mr	Ian	Donaghey	CTT - service
Rev.	Robert	McMullan	CTT - Council of Churches
Mr	Alan	Keys	CTT - DRD Roads Service
Mr	Kevin	Mullan	CTT - DRD Roads Service
Mrs	Ann	McNickle	CTT - community
Mr	Declan	O'Malley	CTT - retail
Ch Insp	Ian	Magee	CTT - PSNI
Inspec	Donna	Bowden	CTT - PSNI
Sgt	Terence	McKenna	PSNI
Ms	Clare	Johnston	CTT - hospitality
Mr	Simon	Colquhoun	CTT - retail
Ms	Rose Marie	Jenkins	Limavady Chamber
Ms	Julie	Brolly	Limavady Chamber
Ms	Joanne	Kinnear	Limavady Town Team
Rev.	Paul	Gallucci	Limavady Town Team
Mr	Leo	McIlroy	Ballycastle Town Partnership
Mr	James	McCaughans	Ballycastle Chamber
Mrs	Winnie	Mellet	Ballymoney Chamber
Mr	Gerry	McAfee	Ballymoney Chamber/ McAfee Properties
Mrs	Annette	Deighan	Causeway Chamber
Mr	Sam	Todd	Translink Service Delivery Manager
Mr	Graeme	Montgomery	Mi Architects
Mr	Henry	Taggart	O'Connor Kennedy Turtle
Councillor	George	Duddy	Councillor, CCGBC
Mrs	Hilary	Farrell	Partner, Moore Stephens Chartered Accountants
Councillor	Trevor	Clarke	Councillor, CCGBC
Mr	David	Gray	DfC, Dept for Communities
Councillor	David	Harding	Councillor, CCGBC
Cllr	William	McCandless	Councillor, CCGBC
Cllr	Stephanie	Quigley	Councillor, CCGBC
Cllr	Russell	Watton	Councillor, CCGBC
Mr	John	Richardson	CCGBC - Staff
Mrs	Julienne	Elliott	CTT - CCGBC
Mrs	Cathy	Watson	Equality & Diversity Officer CCGBC
Mr	Paul	Kerrigan	Ballycastle Community Development Group
Mr	Paul	Cochrane	Ballycastle Chamber of Commerce
Ms	Una	Rowan	Cushendall Development Group
Mr	Gerry	Burns	Armoyn community Association
Mr	David	Quinney Mee	Rathlin Community Association
Mr	John	McNally	Portrush Heritage Group
Mr	David	Alexander	Portrush Matters
Mr	Roy	Bolton	Bushmills 2020 Village Plan Steering Group

Appendix B – Location of VMS

What it could look like – VMS locations and Car Parks





Portrush Car Parks

VMS aced on A2 Bushmills Road, A29 Coleraine Road and A2 Portstewart Road.