

Car Park Consultation – Charging Increases

17th May 2016

Following a request from Members to raise additional revenue from our car parking facilities, options were prepared and presented to key stake holders drawn from local Chambers of Commerce, Coleraine Town Team (CTT), and Ballycastle Town Partnership on the 17th of May 2016.

05/05/16 Invite emailed to the consultation group as below
13/05/16 Reminder email issued to RSVP regarding the meeting on 17th May
16/05/16 Papers issued by email of the 5 options to be discussed at the meeting.

Attendees –

CTT Members:

Ian Donaghey Chair / Irwin Donaghey Stockman / President Causeway Chamber of Commerce
Rev Peter Fleming Council of Churches
Gwyneth McQuiston Diamond Shopping Centre

Ballycastle Chamber:

Brian McLister Ballycastle Chamber Representative

Ballymoney Chamber:

Winnie Mellet President Ballymoney Chamber of Commerce

Limavady Chamber:

Rose Marie Jenkins President Limavady Chamber of Commerce

Apologies –

CTT Members:

Fintan Doherty Boots
Alan Keys DRD Roads service
Kevin Mullan DRD Roads service
Ann McNickle CRUN
Clare Johnston Railway
Arms
Simon Colquhoun Moores of Coleraine
Karen Dickson Planning
Service
Catherine Magee PSNI

Causeway Chamber:

Annette Deighan
Clare McIntyre

Limavady Chamber:

Julie Brolly

Ballycastle Town Partnership:

Leo McIlroy

The following were asked to attend but no response received:

Ch. Insp. Catherine Magee CTT/ PSNI
James McCaughan President Ballycastle Chamber

Consultation group were asked to review the 5 options presented and comments were taken on each option by each area. Pages 2-7 are the feedback comments per representative. A summary table will conclude the response detailed on page 8.

Name/Organisation: Rose Marie Jenkins - President Limavady Chamber of Commerce

Comments relate to Limavady car parks located at Connell St, Central & Main Street.

Option 1

Not the preferred option.

Would have been happy if £1 for 5 hours was also introduced at Connell Street – thus similar to Central car park.

Happy to make Main Street car park free.

Option 2

Ditto.

Option 3

Ditto.

Option 4

Liked this option – as this option provided a similar pricing structure to both car parks i.e. 40p hr or 3hr for £1 - for both Connell & Central (however preferred option 5 below).

Option 5

Rose said the Chamber preferred this option – as this synchronised both car parks at a reduced rate and also had the offer of 5hr for £1.

(This would be at financial loss to Council)

Other Comments

Pay and display need better signage and public understanding and better awareness / marketing of the current park mobile facility for use with mobile telephones.

Important that due to the close proximity of Connell St and Central car park to keep pricing the same for both these car parks.

Rose Marie commented that consideration be given to making car parking free on bank holidays in addition to the already free public holiday days.

Name/Organisation: Ian Donaghey - President Causeway Chamber of Commerce / Chair of Coleraine Town Team

Comments relate Coleraine Car Parks located at Mall, Abbey St, Long Commons, Railway Place, Railway Road and Waterside.

Option 1

Agreed with this this option 1 –

Think 60p is fine as this will be a traffic management issue and move more cars to the underused carparks – especially for the long stay parker. Need to keep this under review and monitor if the usage has moved to the cheaper car parks. However suggested that if this has a reduction in car park usage, then this is reviewed (relating to Abbey / Mall / Long Commons).

Would like to have the option to introduce parking offers at low trade times of the year or for events to incentivise footfall (not Christmas) such as the 5hr for £ or free after 3pm.

Note when we came to option 5 later – Ian commented he would prefer to keep a lower tariff at Long Commons at 40 per hr and 3hr for £1.

Option 2

Preferred not the increase Railway Road or Waterside car park charges as recommended – as this reduces the incentivisation to use this less convenient car parks – i.e. keep at 20p. Important to keep the differential between 60p and 20p.

Option 3

As option 2- not enough differential to create incentivisation to use the other car parks due – i.e. the Mall / Abbey / Long Commons at 50p/hr and rest of the Coleraine carparks at 30p/hr.

Option 4

Liked option 4 – but preferred option 1. This is the softer option and will raise less for council.

Option 5

OK agreed 60p / hr at Abbey / Mall– did not agree with the 3hr / £1 at the Mall / Abbey.

Suggestion to keep Long Commons at 40p hr and 3 hrs for a pound – as opposed to 50p offered.

Other Comments

Pay and display need better signage and public understanding and better awareness / marking of the current park mobile facility for use with mobile telephones.

All charges need to be kept under review and bring in offers as necessary to help promote campaigns

Consider keeping Long Commons to 40p across all options with a 3hrs/£ offer.

Name/Organisation: Brian McLister - Ballycastle Chamber of Commerce member

Comments relate to Ballycastle car park located at Ann Street.

Option 1

Accepted no increase – Keeping Ann Street at 20p/hr.

Option 2

Did not agree with the 10p hr increase to 30p/hr.

Option 3

Ditto option 2.

Option 4

Did not agree with the 10p hr increase to 30p/hr (keeping 5 hr £1).

Option 5

Ditto option 4.

Other Comments

Brian agreed - Pay and display need better signage and public understanding and better awareness / marking of the current park mobile facility for use with mobile telephones.

The demographics in Ballycastle have changed due to the move of the post office and the factory shop which have an entrance in to Castle St. This is the only chargeable carpark in Ballycastle and would prefer this to be free as we need a level playing field commercially. But understand if this is free will cause a blockage. This needs to be looked at with the wider car parking strategy.

Name/Organisation: Winnie Mellet - Ballymoney Chamber of Commerce

Comments relate to Ballymoney car parks located at Church St and Castle St.

Option 1

Not keen on the 40p /hr (removal of £1 / 5hr) – but would accept this if better signage and marketing of Castle St car park (20p / hr) was introduced.

Option 2

Agreed 30p charge on Church St (10p decrease with the offer £1 for 5 hours removed).

Did not agree 10p increase in charging – Castle Street (currently under utilised).

Option 3

Ditto option 2 – see marketing (option1).

Option 4

Happy with option 4 – see marketing option 1.

Option 5

Ditto option 4.

Other Comments

Would like to introduce a 2 hour free period.

Was keen to introduce charging at the car park near the station – when the new car parking strategy is introduced.

Also agreed that Castle Street is the wrong location for a charged car park as this car park is located beside Tesco's (free) – and thus car park is completely underutilised. This car park should be made free and Town Head Street car park should be the charged car park.

Winnie agreed - Pay and display need better signage and public understanding and better awareness/marketing of the current park mobile facility for use with mobile telephones.

Name/Organisation: Gwyneth McQuiston - CTT (Coleraine Town Team) member and Manager Diamond Centre Coleraine.

Comments relate Coleraine Car Parks located at Mall, Abbey St, Long Commons, Railway Place, Railway Road and Waterside.

Option 1

Waterside / Railway Road / Railway Place OK.

NO to charging 60p at Abbey / Mall / Long Commons.

Would like to keep the 5hrs/£.

Did not approve this option.

Option 2

Waterside/Railway Road/Railway Place – did not agree with charging increases in conjunction with charges below.

NO to charging 60p at Abbey/Mall/Long Commons.

Did not approve this option.

Option 3

No did not prefer this option - as with option 2.

Option 4

Preferred this option.

This was the easiest option to sell due to the offer of 3hr/£ and 3hrs was a good dwell time.

Option 5

Rejected option 5– rejected 60p charging at Mall and Abbey St, however liked the 50p option at Long Commons.

Better option than 1-3.

10p option at Waterside – suggested this may as well have been made free.

Other Comments

Gwyneth agreed - Pay and display need better signage and public understanding and better awareness/markings of the current park mobile facility for use with mobile telephones.

Workers are shoppers as well at lunchtimes and need easy access to car and need to leave early for child care however some workers may have the capability to store shopping at work prior to leaving.

Did not agree with any increase in charges across the board.

Name/Organisation: Peter Fleming – CTT (Coleraine Town Team member) and the Council of Churches

Comments relate Coleraine Car Parks located at Mall, Abbey St, Long Commons, Railway Place, Railway Road and Waterside.

Option 1

Content. Support option one to help spread the usage of car parks across the town.

Option 2

No comment.

Option 3

No comment.

Option 4

Suggested £1 for 6+ hours as this simplified change.

Option 5

Suggested Waterside become free.

Other Comments

Need a strategy across all car parks in the Borough to change habits and spread usage.

Peter agreed - Pay and display need better signage and public understanding and better awareness/marketing of the current park mobile facility for use with mobile telephones.

Consultation Stake Holder Synopsis – for each area
Car Parks Charging Increases

Attendee	Option 1	Option 2	Option 3	Option 4	Option 5	Additional comment
Gwyneth McQuiston Coleraine				√√		Did not agree with any increase in charges across the board
Ian Donaghey Coleraine	√√			√ However Didn't agree with 3hr / £1 offer	√ However Didn't agree with 3hr / £1 offer	Need to have flexibility to review and to bring in offers at appropriate times
Rose Marie Jenkins Limavady				√	√√	Keep Central and Connell St car parks at the same rate with the offer
Brian McLister Ballycastle	√					Review of charges across all car parks needs to be part of the strategy
Winnie Mellet Ballymoney	√ (with better signage to Castle Street)			√√	√√	Castle St should not be a chargeable car park due to the free carpark directly beside.
Peter Fleming Coleraine	√			√		Agreed need to change driver habits and spread car park usage throughout the towns

Key

- √ OK
- √√ Preferred

Under Any Other Business – Mall & Abbey St Re-Surfacing

The Mall and Abbey Street car park resurfacing programme was discussed – this involved circulating a plan of both car parks detailing the proposed phased re-surfacing works.

Mall Car Park

The resurfacing of the Mall has been scheduled for the 5th of September to the 7th of October 2016 (5 weeks)

Abbey Street Car Park

The resurfacing of the Mall has been scheduled for the 10th of October to the 4th of November 2016 (5 weeks).

As both car parks will be operational during the resurfacing periods this presented no concerns for the stakeholders at the meeting.