



## OPEN REPORT

### GOVERNANCE AND RESOURCES COMMITTEE

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**21<sup>st</sup> March 2024**

#### **Phase One Car Park Review – Consultation**

##### **Report Author and Contact Details**

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##### **Report Summary**

Members of the Car Park Working Group and Officers have worked on the recommendations as outlined in 1.4 and seek approval to consult the public on those recommendations.

A report will be presented to a future meeting of the Community and Environment Committee which will outline the comments received and a proposed way forward for Members to consider.

##### **Recommendations**

1. That the Committee approves the consultation that will run for the period 25<sup>th</sup> March – 21<sup>st</sup> April on the recommendations of the Car Park Member Working Group as outlined in paragraph 1.3.

##### **Background Papers**

None

##### **Consideration of report by Council or other committee**

No

##### **Council Approval Required**

No

##### **Exempt from Press or Public**

No

## REPORT TITLE

### 1. Background

1.1 In July 2022, a report was presented to the Governance and Resources Committee which outlined the objectives and scope of the Car Park Review. The following was approved:

- Structure and level of charges
- Concessions
- Provision
- Regulated and unregulated car parks
- Other Opportunities

1.2 It was also approved that a cross party Member Working Group would be formed to work with officers on options for consideration at a future Committee. The Members of this Working Group are:

- Cllr Archer
- Cllr Bates
- Cllr Buttle
- Cllr Flitter
- Cllr Lees
- Cllr Slack

1.3 Member Working Group and officers have produced several recommendations which require input from the public.

These recommendations are:

- The proposed differential charges as outlined in **Appendix 1**
- The changes to Market Place, Ashbourne once the Ashbourne Reborn project is completed to introduce a limited waiting of 30 minutes as outlined in 2.6.5
- The proposed changes to the price of the Discount Season Ticket and District Wide Discount Season Ticket
- The proposal to have a small number of car parks as PaybyPhone only
- The fee for a duplicate or replacement resident concession permit be remain unchanged at £60.00 (April-Oct) and £40.00 (Nov-Mar)
- The 'Free after 2pm' continue in December 2024, with a view to engage with Businesses in 2024/25
- Shawcroft car park, Ashbourne be changed to become a long stay 24 hour car park

### 2. Key Issues

2.1 Due to the size and scale of the scope of the Car Park Review, the Member working group agreed to split this into three phases:

- Phase One
  - Consider differential charging
  - Consider introducing a 30 minute charging policy
  - Review the resident concession permit offer
  - Review the parking offer for businesses
  - Work with Clean & Green to improve the look and appearance of our car parks
  - Look to increase the number of Electric Charge Points aimed at residents across the District

- Phase Two
  - Consider motorhome provision
  - Review the free parking policy on some car parks (this was considered in Phase one)
  - Review the number of disabled bays
  - Work with Derbyshire County Council to increase the number of Rapid Electric Chargepoints across the district
- Phase Three
  - Consider expanding our car parks in areas with high visitor numbers
  - Identified under-utilised car parks which can be better used to meet corporate objects, such as land for housing

## **2.1 Current position**

2.1.1 The income generated from the council car parks and other associated parking services in 2022/23 was £2,739,223 (exclusive of VAT). This income, as with the Council's share of Council Tax, contributes towards running the essential/mandatory services the council provides such as waste and recycling. With the reduced funding the council now receives from central government, it is imperative, now more than ever, that we protect this income stream. Especially as funding is likely to reduce even further in the coming years.

2.1.2 The data which has been used to understand the possible impact of changing tariff prices has been extracted from MiOffice and the PaybyPhone (back office for the payment machines and text payment service) for the period 1<sup>st</sup> November 2021 – 31 October 2022. This data was used as it was the most current information officers had when initially discussed with Members of the Car Parking Working Group in November 2022. For consistency, the same data has continued to be used.

### **Options for consideration**

## **2.2 Differential Charging**

2.2.1 The Members of the Car Park Review working group were very keen at looking at the particular challenges for each market town and considered differential charging to help address these. The group agreed that differential charging could be explored but to ensure that there is consistency with how this was applied. The Member working group wanted any changes to prioritise/benefit residents over visitors to The Dales.

2.2.2 Officers explored options and worked with the Member working group and produced the proposals as outlined in **Appendix 1**. Instead of having different charges in each market town, the approach was to look at each car park, where it was located within the town, the current usage, any capacity issues and who the main user of the car parks were.

## **2.3 Town Centre car parks**

- 2.3.1 The car parks which were considered close to the town centre or near key services such as the doctors, chemist and post office could be classed as shopper's car parks. These car parks could have a 30 minute tariff applied.
- 2.3.2 It was clear that the majority of income was generated in the 1hr, 2hr and 3hr tariffs so we could look to increase these charges in car parks close to town centre whilst retaining the charges for longer periods, to encourage people to stay for longer. The car parks which are currently free at the point of use and those which are underused could have a cheaper rate to encourage local workers or visitors to utilise these car parks rather than clog up the car parks close to the town centre.

## **2.4 30 minute tariff**

- 2.4.1 Members initially considered a small charge for the 30 minute tariff of possibly 50p. However, due to the low number of motorists which we envisage using this tariff meant that we expected this tariff to generate approximately £39,564 per annum. Members therefore asked officers to explore options which included offering the 30 minutes for free.
- 2.4.2 In terms of calculating the expected number of 30-minute transactions, officers asked Chesterfield for the percentage of people who used this tariff in their car parks – they advised that it was 10% of their transactions, which is broadly in line with what officers were expecting, so these numbers have been applied.
- 2.4.3 Members must remember the number of transactions will stay the same. Having the 30 minute tariff in place will mean that 10% of customers which would have paid for the 1 hour tariff will move to the 30 minute, not that we would be increasing the number of people using the car park overall.
- 2.4.4 The income which could have been generated for the 10% of customers in the Town Centre car parks, Baslow, Market Place, Cromford and Pavilion, Matlock Bath taking into consideration would be an additional £39,564.
- 2.4.4 The practicalities of managing this short stay period will mean that customers would need to either go to the payment machines and obtain a free 30 minute pay and display ticket to place in their vehicle, or activate a free 30 minute session using the PaybyPhone service.

## **2.5 Free and underused car parks**

- 2.5.1 Those car parks which currently are free at the point of use, still cost the council to manage and maintain. Also, there is no real reason why some car parks are free to use and why others are not. All car parks require maintenance and some form of management, so although they are free for our customers the cost of maintaining and managing (which could involve enforcement) sits with the Council.
- 2.5.2 Some of our car parks are significantly underused for a number of different reasons, there are in areas where there is on-street parking available, or other car parks which are free to use. The Member Working Group wanted to look at ways to encourage more usage.

2.5.3 The Member Working Group were keen where possible to have consistency and agreed to a flat rate of £2.00 all day parking charge. There is one car park, which due to the close proximity to the town centre, Members wanted to add within the Town Centre tariff and this was King Edward Street.

2.5.4 Those car parks in which we do not currently charge, officers have used data from a comparable car park in terms of the number of spaces and location within the town. Based on this we have then worked out the number of transactions we would expect and applied this to the formula.

These include:

- Cattle Market, Ashbourne
- Cokayne Avenue, Ashbourne
- Swimming Pool, Ashbourne
- Eyam
- Parson's Field, Hartington
- Edgefold Road, Matlock
- Market Place, Cromford
- Rowsley
- Car park (to the side of Nelsons Arm pub), Middleton
- Canterbury Road, Wirksworth

2.5.5 These charges and options below were discussed and Members applied these in each of the market towns using the principles outlined in sections 2.2 - 2.5:

	<b>Overnight</b>	<b>30 mins</b>	<b>1 hour</b>	<b>2 hours</b>	<b>3 hours</b>	<b>4 hours</b>	<b>All Day</b>	<b>Coaches</b>
Current	1.00	N/A	1.50	2.50	3.80	5.00	6.00	5.50
Increase 10%	1.10	N/A	1.65	2.75	4.20	5.50	6.60	6.10
Increase 20%	1.20	N/A	1.80	3.00	4.50	6.00	7.20	6.60
Free overnight	Free	N/A	1.65	2.75	4.20	5.50	6.60	6.10
Town Centre	1.00	Free	1.80	2.80	4.00	5.00	6.00	5.50
Flat Rate	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
MB Peak	1.20	N/A	1.80	3.00	4.50	6.00	7.20	6.50
MB Off Peak	2.50	N/A	2.50	2.50	2.50	2.50	2.50	6.50

## 2.6 Ashbourne

The list of council managed car parks and the proposed charges for each.

<b>Car Park Code</b>	<b>Car Park</b>
Town Centre	Bus Station
Town Centre	King Edward Street (new)
Flat Rate	Cattle Market
Town Centre	Clifton Road
Town Centre	Market Place
Current	Fishpond Meadows
Town Centre	Shawcroft
Flat Rate	Swimming Pool
Flat Rate	Cokayne Avenue (new)

- 2.6.1 Bus Station – this a small size car park with 23 parking spaces and is used relatively well and close to the town centre.
- 2.6.2 King Edward Street – there is a car parking area which is currently unregulated and close to the town centre which is proposed to be included within the scope of charges. Although this car park doesn't currently have charges, due to how close they are to the town centre, Members felt that this should be classed as a 'Town Centre' car park rather than introducing a flat rate of £2.00.
- 2.6.3 Cattle Market – This car park is currently under used and considered a good option for local worker parking. Proposing to change the charging regime to a flat rate of £2.00.
- 2.6.4 Clifton Road - This car park is close to a doctors and chemist and used is primarily for those businesses. The 30 minute tariff would work well in this car park, which is why it has been designated as Town Centre.
- 2.6.5 Market Place - The Ashbourne Reborn project will start to convert this car park in Summer 2024 to a pedestrian area with limited parking available for up to 5 vehicles for up to 30 minutes, specifically to service those businesses in this area. It is expected that those users will migrate to other car parks within the town centre. When the Market Place is redeveloped the council are proposing to provide limited waiting for up to 30 minutes, vehicles will not be permitted to park for longer which would include the exclusion of this car parks from residents using their free concession permit. Therefore, it is proposed that this car park would have a limited waiting restriction of 30 minutes.
- 2.6.6 Fishpond Meadows - This has been used as the overflow car park for the town but has not been used in recent years. The council have entered into a lease arrangement with the Shrovetide Committee to manage and maintain the Fishpond. They have engaged Dove Valley Angling Association to manage this on their behalf. As part of the arrangement and to encourage membership they have requested that a small section (approximately ten spaces) of the car park as outlined in **Appendix 2** be made available for their members only. They will arrange for this area to be sectioned off whilst maintaining the informal footway and manage the parking in this area.
- 2.6.7 Shawcroft – This is the main car park which shoppers currently use. It currently has a four-hour maximum stay which is proposed to be removed after receiving several requests. The proposal would be for this car park to become Town Centre with parking available for 24 hours.
- 2.6.8 Swimming Pool – This car park accommodates users of the leisure facilities which are managed by Freedom Leisure on behalf of the council. Freedom Leisure and customers of their facility have complained about having to pay for parking whilst using the facility which put them at a disadvantage to other leisure providers in neighbouring towns/villages both in and outside of Derbyshire Dales. Proposals are to introduce a flat rate of £2.00 and work with Freedom Leisure to see how we are able to support their customers and improve their subscriptions.

2.6.9 Cokayne Avenue – The Pavilion is located on the perimeter of this car park and is currently free at the point of use, we understand this is used by local workers and is generally full before 10am each day. The Council is proposing to introduce charges at a flat rate of £2.00.

2.6.10 Sainsbury's operates a car park and provides up to 2hrs of free parking for its customers.

## 2.7 Bakewell

Car Park Code	Car Park
Current	Agricultural Business Centre
Town Centre	Granby Road
Town Centre	Market Place
Current	New Street

2.7.1 The District Council has fewer car parks in this town and a number which are managed privately, these are below along with their current parking charges (as of 13<sup>th</sup> February 2024):

Bakewell Bridge car park – currently open 24/7

Tariff	Charge (£)
2 hours	3.00
3 hours	4.00
4 hours	5.00
24 hours	6.00

Smith's Island – currently open 6.30am-18:00 every day

Tariff	Charge (£)
1 hour	1.70
2 hours	2.50
3 hours	Not available
4 hours	4.50
Max	5.00

Bakewell Station car park – Mon-Sun 9.00-18.00

Tariff	Charge (£)
1 hour	1.50
2 hours	2.50
3 hours	Not available
4 hours	4.00
24 hours	4.75

2.7.2 Bakewell is very much a destination town with high number of visitors all year round. The Bakewell Market and the Farmers Market both of which operates every Monday all year round attracts visitors from all round the country.

2.7.3 Agricultural Business Centre - Holds livestock markets on a Monday and Thursday most weeks, so this car park and others are heavily in demand

especially on Mondays and at weekends. Planning conditions prevent this been used as a location for overnight parking with the facility open and 7am and closed at 10am by use of a gate at the entrance to the A6.

2.7.4 Granby Road – This car park is split into two sections which provides 2hr and 4hr maximum stay parking. A large section of this car park is used to accommodate the market stalls each Monday and currently stores the market stalls in the rear of the car park the remainder of the week.

2.7.5 Market Place – This car park is the busiest car park in the town. Even with this car park used in its entirety every Monday for the market stalls for Bakewell Market so not available for parking on that day.

2.7.6 New Street - This is a small car park with only 17 parking spaces. With 8 of these dedicated to Electric Vehicles.

## 2.8 Matlock

Car Park Code	Car Park
Current	Bank Road
Town Centre	Imperial Road
Town Centre	Lido
Town Centre	Olde English
Town Centre	Spa Villas
Current	The Station
Current	Town Hall Front
Flat Rate	Town Hall Rear (Sat & Sun)
Flat Rate	Edgefold Road
Zero	Arc Leisure Centre

2.8.1 Bank Road – This car park is used relatively well and by a mixture of users with a small number of residents only parking spaces, Discount Season Ticket holders and adhoc visitors.

2.8.2 Imperial Road – This is above Marks & Spencer’s and close to the town centre, with the 30 minute tariff this would facilitate shoppers collect orders which only generally take a few minutes

2.8.3 Lido – This is the busiest shopper’s car park in Matlock, it is the largest and close to several essential shops including the post office and a number of chemists.

2.8.4 Olde English – This is a relatively small car park with 37 parking spaces it has a high turnover as it is the nearest car park on Dale Road to the town centre.

2.8.5 Spa Villas – Another small car park with 16 parking spaces on the edge of the town centre and close to Marks & Spencer’s and the old bus station.

2.8.6 The Station – Currently there is a traveller family living in one section of this car park which the Council has a homelessness obligation to. It is a relatively large car park with about 150 parking spaces and although in the peak season can be full it isn’t utilised as much as it could be.



- 2.8.7 Town Hall Front – This car park is mainly used by discount season ticket holders which is why we have suggested we retain the current charges.
- 2.8.8 Town Hall Rear – This car park is used by Council employees Monday-Friday and is available to all users on Saturday & Sunday, however this is severely underused at these times. The Council are proposing to introduce a flat rate of £2.00 per day at weekends.
- 2.8.9 Edgefold Road – is a very small parking area with 14 parking spaces, 8 of which facilitate electric vehicles with chargepoints installed. Members proposed to introduce a flat rate of £2.00 per day.
- 2.8.10 Sainsbury’s operates a car park and provides up to 3hrs of free parking for its customers.

## 2.9 Matlock Bath

- 2.9.1 During peak season (April-October) this town is very much a tourist hotspot and as such Members of the working group felt parking should be charged at a premium to visitors to the area. In off-peak season (November-March) this tells very much a different story and so we should be offering a parking charge which would encourage visitors to visit all year round.
- 2.9.2 The car parks during April-October are heavily used and three quarters of our income is generated during this period. Members we keen to see how we could look to recommend a 20% increase on top of the parking charges which are currently in place with a flat rate of £2.50 for the off-peak season which would be November to March to try and encourage more visitors to the area to help businesses during the quieter period.

### 2.9.3 Peak = April - October

Car Park Code	Car Park
Increase 20%	Artist Corner
Increase 20%	Pavilion
Increase 20%	Station Yard (& Overspill)
Increase 20%	Temple Walk

### 2.9.4 Off Peak = November – March

Car Park Code	Car Park
Flat Rate	Artist Corner
Flat Rate	Pavilion
Flat Rate	Station Yard (& Overspill)
Flat Rate	Temple Walk

- 2.9.4 An Event charge has already been approved and was implemented for the Illuminations last year (2023) and will be retained for the Saturdays & Sundays for the duration of the event, which may include the beginning of

November dependent on how the Autumn half term falls.

2.9.5 Residents are still able to use their free resident concession permit when the Event Charge is in place.

## 2.10 Wirksworth

<b>Car Park Code</b>	<b>Car Park</b>
Current	Barmote Croft
Town Centre	Market Place
Flat Rate	Canterbury Road
Zero	Old Lane*

\*Old Lane has been removed from phase one and will be added into Phase Two as this is used by residents rather than any other groups.

2.10.1 Barmote Croft – This is a relatively small car park with 28 parking spaces and is close to the town centre, used mainly by shoppers.

2.10.2 Market Place – This is another relatively small car park with 32 parking spaces which is used by shoppers.

2.10.3 Canterbury Road – This is currently free at the point of use and relatively large car park and is usually full of long stay parking. As with most other free and underused car parks the Members proposed to introduce a flat rate of £2.00 per day.

## 2.11 Rurals

<b>Car Park Code</b>	<b>Car Park</b>
Flat Rate	Eyam
Current	Monsal Head front
Increase 20%	Monsal Head rear
Increase 10%	Baslow
Increase 10%	Hathersage
Increase 20%	Over Haddon
Flat Rate	Hartington
Flat Rate	Middleton
Flat Rate	Cromford
Flat Rate	Rowsley

2.11.1 Eyam – This car park is close to a free car park which is managed by the local Parish Council so is severely underused. Members proposed to introduce a flat rate of £2.00 per day.

2.11.2 Monsal Head Front – This car park has a maximum stay of 1hr and is used for people to stop and look at the amazing views over the valley.

2.11.3 Monsal Head Rear – This car park is heavily used by visitors to take in the views and to use the Monsal Trail for walking or cycling and is busy all year round. Members proposed to increase current charges by 10%.

2.11.4 Baslow – This car park is used all year round mainly by visitors so the Council are proposing to increase the current charges by 10% all year

round. There are a number of restrictions on-street which prevents vehicle parking so this is the main parking area. They have a number of 20 minute free bays and are proposing to increase them to 30 minute for free.

- 2.11.5 Hathersage – This car park is used all year round, there is parking also available on-street for visitors to use. There are a number of residents only parking spaces within this car park. Members are proposing to increase the current charges by 10% all year round.
- 2.11.6 Over Haddon – This car park is a good size with 54 parking spaces and used by walkers. Members are proposing to increase the current charges by 10% all year round.
- 2.11.7 Parson's Field, Hartington – This is one of the car park which is underused as there is parking available on-street. Members are proposing to introduce a flat rate of £2.00 to try and encourage more users of this car park.
- 2.11.8 Middleton (Nelsons Arms) – This area has been used for parking although has never been included within the Off-Street Order. Members are proposing to introduce a flat rate of £2.00 to try and encourage more users of this car park.
- 2.11.9 Market Place, Cromford – This car park is heavily used all year round with it been close to the centre of Cromford. Members are proposing to introduce a flat rate of £2.00 and include 30 minute tariff to help facilitate customers from been able to nip into those businesses in the area.
- 2.11.10 Rowsley – This is currently a free car park located on the White Peak Loop and is heavily used all year round. Members are proposing to introduce a flat rate of £2.00.

### **3 Options Considered and Recommended Proposal**

- 3.1 Car parking charges have not increased since 2018. Members of the Working Group and Officers looked at several options:
  - 3.1.1 Blanket increase of 10% or 20% across the board.  
Although either of these would be generally easier to introduce, Members felt applying this across the board didn't take into consideration the groups using the car parks and looking at prioritising residents and other car park specific challenges.
  - 3.1.2 Parking free overnight – currently peak charges are 8am to 6pm and off peak is 8pm to 8am which is charged at £1.00.  
Members considered this and as residents would not have to pay the off peak charge when using their resident concession permit, then this could remain.

### 3.1.3 Looking at the location of some car parks and applying different charging models – Town Centre car parks.

The majority of income which is generated when people pay for 1hr, 2hr and 3hr tariffs, so by applying a slightly higher charge in some car parks close to the town centre but keeping the longer tariffs the same, looking at the transaction for the same period then this could increase revenue in these car parks.

### 3.1.4 Applying a flat rate.

In some car parks which are underused and or have been free at the point of use previously, to look at how for a relatively small fee to either contribute to the cost of maintaining and managing car parks across the district or encourage more users of the car parks.

### 3.1.5 Seasonal Charges.

Members with officers explored introducing seasonal charges in those areas where there are high numbers of visitors. It was felt that this could be considered for Matlock Bath, Monsal Head (Rear), Baslow, Hathersage and Over Haddon.

Members also looked at offering a reduce rate in the winter months in Matlock Bath to try and encourage more people to visit and support businesses through their quieter times.

### 3.1.6 Applying a 30 minute tariff.

Members of the Working Group explored introducing a 30 minute tariff to help all but particularly resident who needed to nip into the town to use the chemist or post office as examples outside of the free after 4pm and before 11am.

Members did consider charging a small fee for the 30 minutes (such as 50p) but felt by providing this period for free, it particularly supported residents in going about their day-to-day tasks and supported the businesses they would use.

## 3.2 Members of the Working Group to apply where possible some consistency taking into consideration the importance of the income which is generated by car parking and balancing the needs of residents, local businesses, local workers, and visitors to the area. Felt that the proposals outlined in **Appendix 1** offered a variety of options for all users.

## 4 Discount Season Tickets

### 4.1 The Council offers a reduced rate for those customers which use our car parks more regularly such as local workers or commuters. Currently these permits cost £556.56 per annum and since April 2023 are purchased through the PayByPhone software. This has proved to be popular as it allows for monthly payments in addition to the 6 month or yearly options which were available when administered through the council. It also allows for customers to administer their own accounts rather than having to contact the council during working hours.

- 4.2 The Council currently has the following number of Discount Season Tickets (DST) and sales of these at the current charge generate £57,511 (exclusive of VAT) per annum:

<b>Town</b>	<b>Number</b>
Ashbourne	13
Bakewell	34
Matlock	54
Matlock Bath	6
Wirksworth	17
<b>Total</b>	<b>124</b>

- 4.3 With the proposed changes to the parking charges and the introduction of flat rate car parks in some towns, officers are recommending a reduction in the cost of these from £556.56 (inclusive of VAT) to £480.00 (inclusive of VAT), which would equate to £40 per month rather than £46.28 per month as it stands now. This takes into consideration the car parks in some market towns which have a flat rate but doesn't penalise the towns which either do not have any flat rate car park or are limited on spaces.
- 4.4 It is hoped that this would attract more uptake of the DST so although we would be charging less the number would increase which would retain the same income or possibly increase it. However, as mentioned previously this is not an exact science so it could potentially result in a reduction in net income of £7,911, from £57,511 to £49,600 based on the same 124 DST sold.
- 4.3 There is a District Wide Discount Season Ticket of which only two are sold each year, this is more expensive at £694.10 (inclusive of VAT) and officers recommend for this to also be reduce to £580.00 (inclusive of VAT). This would result in a reduction in net income of £190, from £1,157 to £967 based on the 2 tickets sold.

## **5 Options Considered and Recommended Proposal**

- 5.1 The council could have increased the cost of the DST's in line with the increase in the charges for all day parking these range from staying the same at £6.00 to increasing in some car parks to £7.20. This would impact local workers the most and in the current climate and other financial challenges it was felt that this would be another increase that they couldn't afford.
- 5.2 Therefore, officers are proposing changing the town specific Discount Season Ticket from £556.56 to £480.00 per annum and the District Wide Discount Season Ticket from £694.10 to £580.00 per annum (all figures are shown inclusive of VAT).

## **6 Payment methods changes (PayByPhone only car parks)**

- 6.1 In October 2021 we introduced phone payments to all of our car parks, using PaybyPhone as a service provider. Since then, we have removed the card payment option from the machines and now offer motorists payment by cash or using PaybyPhone. PaybyPhone has been very popular with users of the car parks with 48% now opting to use this method of payment.
- 6.2 Please note, you do not need a smart phone to be able to use the PayByPhone service, there is a telephone number which currently is on separate signage in every car park close to each machine and in other areas (where possible) which outlines how to pay using the App or the 24/7 telephone number to call to make a payment.
- 6.3 Each car park has a certain number of payment machines which take cash. The number of machines correlates to the amount of income generated and the size of the car park. Introducing PaybyPhone to a new site can be achieved with a minimal set up cost of £25 and a flat rate of 3% per transaction. Whereas, installing a cash payment machine requires an initial outlay of approximately £4,000 for the machine and installation and additional ongoing monthly service costs. This means that PaybyPhone can be introduced to a new site without it ever running at a deficit.
- 6.4 The following car parks could be considered as PaybyPhone only:
- King Edward Street car park, Ashbourne
  - Edgefold Road car park, Matlock
  - Market Place car park, Cromford
  - Car park (to the side of Nelsons Arm pub), Middleton
  - New Street car park, Bakewell
- 6.5 Some car parks don't have the space to accommodate a payment machine so would need to lose a parking space accommodate the installation of a machine, which would reduce the potential income from that car park.
- 6.6 Also, in some car parks the cost of installing a payment machine could be more expensive depending on whether a feeder pillar would be required. The car parks which are likely to be affected are Market Place (Cromford) and car park in Middleton.
- 6.7 Our current payment machines were installed late 2015 through to 2016, with an estimated average lifespan of 10 years. This model has now been discontinued and we will be considering rationalising the payment machines in 2025/26.

## **7 Options Considered and Recommended Proposal**

- 7.1 Costs to install a payment machine in the car parks mentioned in 6.4 would be £3,500 for each machine (£17,500 in total), plus the connection costs to the nearest supply which could require a new feeder pillar to be installed. Market Place, Cromford and the car park in Middleton have yet to be accessed. to air on the side of caution I would recommend adding £15,000 in case a feeder pillar needs to be installed at these locations.
- 7.2 Most car parks do have alternative parking options located close by:
- King Edward Street - Bus Station
  - Edgefold Road - Lido
  - Market Place – across the road
  - New Street – Market Place
- 7.3 Officers are proposing that the following car parks be PaybyPhone only:
- King Edward Street car park, Ashbourne
  - Edgefold Road car park, Matlock
  - Market Place car park, Cromford
  - Car park (to the side of Nelsons Arm pub), Middleton
  - New Street car park, Bakewell

Please note the car park at Middleton does not have a nearby alternative.

## **8 Consultation**

- 8.1 Consultation has already been carried out with residents on the resident concession permit, as a result the current offer of free parking after 4pm and before 11am has been extended from next year to free after 3pm and before 11am, providing an additional hour of free parking for residents of the Dales.
- 8.2 There was a consultation with businesses on the 'Free after 2pm' parking promotion but the council received very little response so we will be looking to consult them again in 2024/25 to see if this offer is still fit for purpose or would they like to us to consider something else.
- 8.3 The consultation on the proposals will take place between 25<sup>th</sup> March – 21<sup>st</sup> April 2024. Access to the consultation will via a QR code which will direct you to the Council's website and a link to be able to provide comments on the proposals. Those who do not have access to the internet will be able to call the Council and officers will be able to complete the form on behalf of the person calling.
- 8.4 This process will be managed by Survey Monkey and will be promoted using the three communication platforms:
- Traditional Media, Publications, Campaigns and PR
  - Digital and Social Media
  - Internal communications

8.5 This consultation will be advertised in each of the car parks, on the Council's website, using social media, the on-line panel and direct emails to Parishes and Town Councils. Officers will also make efforts to consult with local groups representing vulnerable people and those with disabilities.

8.6 The responses to the consultation will be included in the report which will be presented to a future meeting of Community and Environment Committee for consideration.

## **9 Timetable for Implementation**

9.1 If approved the intention is to commence the consultation from 25<sup>th</sup> March – 21<sup>st</sup> April 2024. The comments will be reviewed and summarised for discussion with the Car Park Review Working Group.

9.2 A final report will be considered by the Corporate Leadership Team in mid-May and then on to a future, likely extraordinary, meeting of Community and Environment Committee. If a Council decision is required, arrangements will be made to agree the report at the Council's Annual Meeting to allow for changes to be brought in for the peak summer period.

## **10 Policy Implications**

10.1 The Car Park Review forms part of the Council's Corporate Plan 2024-2028.

## **11 Resources (Finance, HR, Estates and IT) Implications**

11.1 There are no Finance, HR, Estates or IT direct implications inherent within the recommendations in this report (which seek approval for consultation on the proposed changes). However, there are likely to be Finance implications in any recommendations which will be included in the report which will be presented to a future meeting of the Community and Environment Committee.

## **12 Legal Advice and Implications, Data Protection**

### **12.1 Legal**

12.1.1 As stated, this report is to advise Members of the work the Car Park Working Group and Officers have done on the recommendations that are outlined in 1.4 of this report and to seek approval to consult the public on those recommendations.

12.1.2 The legal risk of challenge when taking the recommended decision as set out in this report has been assessed as low.

### **12.2 Data Protection**

12.2.1 Officers will work with the Data Protection Officer to ensure any data collected complies with the relevant legislation with regards to the General Data Protection Regulations.



### **13 Equalities Implications**

- 13.1 There are no Equality implications inherent within this report. However, there could be in the recommendations which will be included in the report which will be presented to a future meeting of the Community and Environment Committee.
- 13.2 An Equality Impact Assessment will be completed on the recommendations which will be included in the report mentioned in 9.1.

### **14 Climate Change and Biodiversity Implications**

- 14.1 The recommendations of this report are not perceived to have any impacts on climate change or biodiversity. The recommendations relate to changes in charging and operation, rather than the creation of any new car parking provision within the district.

### **15 Risk Management**

- 15.1 By not consulting people on the proposed changes would not follow the councils Engagement and Consultation Strategy also there could be some details that the Council is not aware of which could influence the recommendations.

#### **Report Authorisation**

Approvals obtained from Statutory Officers:-

	<b>Named Officer</b>	<b>Date</b>
Chief Executive	Paul Wilson	13/03/2024
Director of Resources/ S.151 Officer	Karen Henriksen	13/03/2024
Monitoring Officer	Helen Mitchell	19/03/2024