

Car Park Fees & Charges	
Executive Summary	<p>The hourly Car Park charges were last increased in July 2022. The season tickets prices have not been increased since 2016 when there was only a small increase to the charges. Prior to that they had not been increased since 2009. It is now considered that it is an appropriate time to review the charges for all our car parks and ticket types.</p> <p>The Council operates its car parks with 3 different rates which are dependent on where the car park is located. There is the standard rate for the inland car parks (mainly used by our residents), the resort rate for the car parks located in our resorts but not alongside the beaches and the coastal rate for the car parks that are the nearest to the beaches and which are predominantly used by tourists and visitors.</p> <p>The Council also provides the option to purchase season tickets.</p> <p>This report provides details about the current car park fees and charges and surplus and then the options for increases. It recommends an increase for Cabinet to recommend to full Council.</p>
Options considered	<ul style="list-style-type: none"> • Option 1 – Increasing fees across all car park by 10p, 20p or 30p an hour with corresponding increases to 24-hour and 7-day charges • Option 2 – Seasonal charges at coastal car parks during March to October • Option 3 – Re-introducing a flat rate evening charge across all car parks • Option 4 & 5 – Increases to Season Ticket prices • Option 6 – Increases to Coach Parking charges
Consultation(s)	Cabinet Member Section 151 officer
Recommendations	<p>It is recommended that Cabinet recommend the following to full Council:</p> <p>That the following changes to fees and charges are implemented from 1 April 2025</p> <ul style="list-style-type: none"> • Option 1 – that fees across all car parks are increased with the combination as decided at the meeting. • Option 2 – that seasonal charges are introduced for coastal car parks. • Option 3 – that a flat rate evening charge across all car parks is not re-introduced at this time. • Option 4 & 5 – that an increase is introduced to all Season Ticket prices as decided at the meeting. • Option 6 – that Coach Parking charges are increased as decided at the meeting. • Option 7 – that permit holder and 'App' only parking is introduced at Hornbeam Road car park in North Walsham. • That car parking charges are reviewed every other

	year with the next review taking place so that any changes are implemented from 1 April 2027.
Reasons for recommendations	Car parking income represents a significant income source to the Council and as such has a substantial contribution to make to the Council's long term financial sustainability.
Background papers	MTFS
Wards affected	All
Cabinet member(s)	Cllr Lucy Shires
Contact Officer	Tina Stankley Tina.stankley@north-norfolk.gov.uk

Links to key documents:	
Corporate Plan:	The provision of car parking facilities directly supports a wide variety of economic and social activities within the district.
Medium Term Financial Strategy (MTFS)	Income raised from car parking is a significant funding stream for the Council and this will continue to be factored in as such when formulating the MTFS.
Council Policies & Strategies	

Corporate Governance:	
Is this a key decision	No
Has the public interest test been applied	N/A
Details of any previous decision(s) on this matter	N/A

1. Introduction and Background

- 1.1 This report presents proposed increases in car park fees and charges for 2025/26, which would come into force on 1 April 2025. The fees and charges have not been increased since July 2022 and so the increase would cover inflationary cost increases since then and bring the level of charges in line with the Council's other fees and charges that have been increased annually. The additional income would positively support the Council's financial position by charging users for the service they are using.
- 1.2 The Council's Medium Term Financial Plan shows that based on the assumptions e.g. pay and contract price increases, increases in fees and charges income and grant funding levels included in the 2023-2028 there are forecast deficits of £1.8m, £3.0m and £3.3m for the three years 2025/26, 2026/27 and 2027/28 respectively. The additional income will reduce the level of deficit that has been forecast.
- 1.3 Car park fees and charges were last reviewed in 2021 and subsequently changed in July 2022. Season tickets prices have remained unchanged since

2016 and only saw a small increase at that time on the previous review which was undertaken in 2009.

- 1.4 North Norfolk District Council (NNDC) owns 33 car parks, 30 of which operate a pay and display scheme. The remaining three facilities are a free car park on Hornbeam Road and Midland Road, North Walsham (operated by North Walsham Town Council) and a 'season ticket only' car park at Hall Staithe, Fakenham.
- 1.5 Car parks provide parking for different purposes, based on geographical location, from those supporting use of shops and facilities in the four market towns (North Walsham, Fakenham, Stalham and Holt): those in the resort towns supporting both resident and visitor parking and those in coastal locations predominantly supporting visitor access to beaches etc. There are three charging regimes Standard, Coastal and Resort which reflect these different uses.
- 1.6 At its meeting on 16 October 2024 the Overview and Scrutiny Committee considered the proposals as detailed in the report presented at the meeting and Cabinet is to consider the recommendations made by the Committee, in coming to its conclusion about the recommendations to be made to full Council.

2. Current Charging Regime and Options

- 2.1 The current charging regime, proposed increases and contextual information are detailed in this section.

Pay & Display

Current Charging Regime

- 2.2 Excluding coaches and season tickets/permits, the charges levied between 08.00 and 18.00 all year round in the different car parks are as follows:

Table 1: Current Charging Regime

Tariff	30 minutes	First Hour	First 2 hours	Hourly charge thereafter	24 hours	7 Days
Standard Inland towns)	£0.50	N/A	£1.20	£0.80	£6.00	£24.00
Resort (largely town centre car parks in coastal towns)	£0.60	£1.50	N/A	£1.20	£8.50	£34.00
Coastal (largely long-stay associated with beaches & attractions)	£0.60	£1.80	N/A	£1.80	£8.20	£34.00

Comparisons with other locations

- 2.3 Similar Coastal resorts have the following charges as detailed in the following table:

Table 2: Comparative Fees and Charges

Resort	Up to 1 hour	Up to 2 hours	Up to 3 hours	Up to 4 hours	Over 4 hours	Hourly rate	24 hours	Evening Charge	Winter Rates
Hunstanton - Cliff	£2.50	£4.70	£6.70	N/A	N/A	N/A	£10.00	£2.00	All day reduces to £8.90 1 Nov -28 Feb

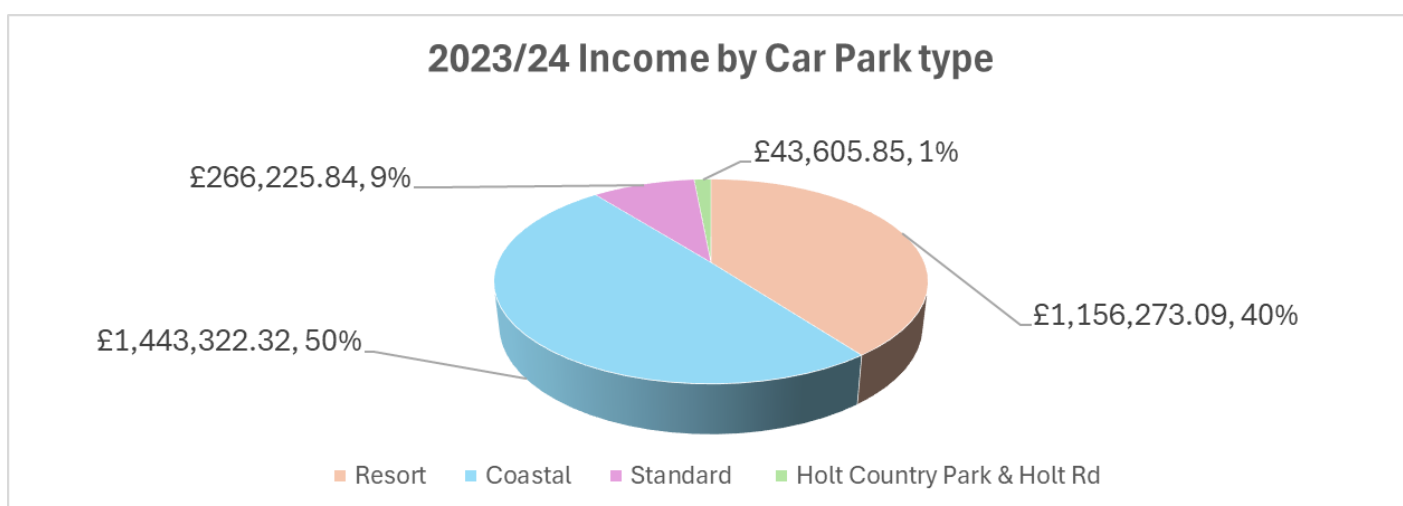
Great Yarmouth seafront short stay	£3.00	£6.00	N/A	N/A	N/A	£3.80/hr after 2 hrs	N/A	£1.50	N/A
Great Yarmouth seafront long stay	N/A	N/A	N/A	£6.90	£10.60	N/A	N/A	N/A	Winter Closed 1 Nov – 31 March
Wells Beach, Holkham beach (Holkham Estates)	N/A	£3.60	N/A	£7.00	£13.50	N/A	N/A	N/A	All year round charge

2.4 In terms of seaside resorts, NNDC charges are generally lower than comparable areas, but the charging regimes vary significantly in each area which will be due to different policies and local circumstances.

2.5 A significant element of the car parking income is generated from the seaside resorts during the peak holiday periods and the 6 weeks of the summer when the district sees a huge influx of holiday makers from outside the area. These visitors get to enjoy our Blue Flag beaches and our parks and open spaces without making any contribution to their upkeep and car park charges are a way of obtaining a contribution towards the provision and upkeep of these services which support the visitor experience. A breakdown of the percentage of income by car park type is contained in the following table:

Percentage Split Of income by Car Park Type			
Car Park Type	2022/23	2023/24	2024/25 to end of July
Resort	40%	40%	35%
Coastal	50%	50%	54%
Standard	8%	9%	9%
Holt Country Park & Holt Rd	2%	1%	3%

2.6 This split is consistent year on year and the pie chart below shows the value of this split for 2023/24 – the last full year’s data we have for car park income.



2.7 This income is very seasonal with 70% of the annual income being derived from the period April to September and this increases to 81% when March and October are added in as these months are getting busier each year. This is shown in the graph at Appendix A.

2.8 The gross income for the last three years has exceeded £3.0m however the costs of running the car parks have been £1.2m, £1.5m and £1.4m for the last three full financial years 2021/22, 2022/23 and 2023/24 respectively resulting in net income levels of £1.9m, £1.6m and £2.1m for the three years. These are shown in more detail in the table below:

Line No.	Account Name	2021/22	2022/23	2023/24	2024/25 (up to July)
1	Income	(£3,064,913)	(£3,098,256)	(£3,462,828)	(£918,589)
2	Premises	£580,986	£779,875	£699,943	£473,958
3	Supplies & Services	£346,733	£420,540	£387,824	£7,028
4	Support Services	£170,712	£188,904	£203,508	£66,980
5	Capital Financing Costs	£58,716	£75,816	£75,792	£18,608
6	Net Income	(£1,907,766)	(£1,633,121)	(£2,095,761)	(£352,014)
7	Total Budget for carpark service	(£1,588,425)	(£1,584,289)	(£1,758,224)	(£597,043)
8	Variance (Favourable/Adverse)	(£319,341)	(£48,832)	(£337,537)	£245,029
9	Variance % (Favourable/Adverse)	20%	3%	19%	-41%

2.9 The car parks generate a significant level of income for the Council and consistently exceed the budget. Whilst income can be broken down into granular detail e.g. by month, by car park and by charge type, this level of detail is not currently held for expenditure as the car parks are viewed as a whole service. There will be some cross subsidisation across the car parks and repairs and maintenance are carried out on car parks as they are needed and is not necessarily distributed evenly over the car parks. If costs were broken down and identified for specific car parks there would be some car parks that may not produce a surplus, but these car parks meet a need and in all likelihood would not lead to a decision to close an individual car park. Such a decision is rarely taken and would generally only be considered if it could be demonstrated that a different use would provide better value for money for that asset.

Options for Increases

2.10 In the period between when the pay and display charges were last increased (July 2022) to April 2025 (next proposed increase) the rate of inflation will be 11.3% which assumes a target rate of 2% at March 2025 per national forecasts. It is proposed that car park charges are reviewed every other year as this involves a lot of work and it costs around £20,000 pounds to implement an increase. Therefore the increase should factor in inflation for the two forthcoming years so that the charges cover the increases in costs for both years. A 10p per hour increase would not cover the cost of inflation since the last increase.

2.11 The following options for increasing fees and charges are presented for consideration with the accompanying potential impact on income.

Option 1 – Increasing fees across all car park by 10p, 20p or 30p an hour (and 40p per an hour for coastal car parks) with corresponding increases to 24-hour and 7-day charges

Option 2 – Seasonal charges at coastal car parks during March to October

Option 3 – Re-introducing a flat rate evening charge across all car parks

Options 4 & 5 – Increase charges for season tickets.

Option 6 – Increase charges for coach parking.

Option 7 – Introduce car parking charges at other car parks

Option 1 – increasing fees across all car parks

2.12 The following tables show the impact of increases under this option.

Standard Tariff Charges				
Duration	Current charge	10p increase per hour (£1.30 for first hour, then £0.90/hr)	20p increase per hour (£1.40 for first hour, then £1.00/hr)	30p increase per hour (£1.50 for first hour, then £1.10 /hr)
30 minutes	£0.50	£0.60	£0.60	£0.60
Up to 2 hours	£1.20	£1.30	£1.40	£1.50
Up to 3 hours	£2.00	£2.20	£2.40	£2.60
Up to 4 hours	£2.80	£3.10	£3.40	£3.70
Up to 5 hours	£3.60	£4.00	£4.40	£4.80
Up to 6 hours	£4.40	£4.90	£5.40	£5.90
Up to 7 hours	£5.20	£5.80	£6.40	£7.00
24 hours	£6.00	£6.50	£7.00	£8.10
7 days	£24.00	£26.00	£28.00	£32.00

Resort Tariff Charges – Increase per hour					
Duration	Current charge	10p/hr (1st hour - £1.60, then £1.30/hr)	20p/hr (1st hour - £1.70, then £1.40/hr)	30p/hr (1st hour - £1.80, then £1.50/hr)	40p/hr (1st hour - £1.90, then £1.60/hr)
30 minutes	£0.60	£1.00	£1.00	£1.00	£1.00
Up to 1 hour	£1.50	£1.60	£1.70	£1.80	£1.90
Up to 2 hours	£2.70	£2.90	£3.10	£3.30	£3.50
Up to 3 hours	£3.90	£4.20	£4.50	£4.80	£5.10
Up to 4 hours	£5.10	£5.50	£5.90	£6.30	£6.70
Up to 5 hours	£6.30	£6.80	£7.30	£7.80	£8.30
Up to 6 hours	£7.50	£8.10	£8.70	£9.30	£9.90
24 hours	£8.50	£9.00	£9.50	£10.80	£11.50
7 days	£34.00	£36.00	£38.00	£42.00	£46.80

Coastal Tariff Charges					
Duration	Current charge	10p increase per hour (£1.90/hr)	20p increase per hour (£2.00/hr)	30p increase per hour (£2.10/hr)	40p increase per hour (£2.10/hr)
30 minutes	£0.60	£1.00	£1.00	£1.00	£1.00

Up to 1 hour	£1.80	£1.90	£2.00	£2.10	£2.20
Up to 2 hours	£3.60	£3.80	£4.00	£4.20	£4.40
Up to 3 hours	£5.40	£5.70	£6.00	£6.30	£6.60
Up to 4 hours	£7.20	£7.60	£8.00	£8.40	£8.80
24 hours	£8.50	£10.00	£10.50	£11.00	£11.50
7 days	£34.00	£40.00	£42.00	£44.00	£46.00

- 2.13 The 30-minute charge for resort and coastal car parks has increased to £1.00 to achieve a better fee differential to the 1-hour charge as currently the 30-minute charge will purchase 1.5 hours in a resort car park including a 30p overpayment and 1.5 hours in a coastal car park if purchased 30 minutes at a time.
- 2.14 The 24 hour and 7-day ticket prices in coastal car parks are to be increased at a higher rate than those in the standard tariff to reflect the differential hourly charges between the tariffs. The increased charges for these tickets across all car parks still maintain the current discount of 7 days for the price of 4 (rounded to the nearest pound) based on the charge for a 24-hour ticket.
- 2.15 For Standard Car Parks there are options for increasing the hourly rate by 10p, 20p or 30p per hour. Using the transactions data (number of visits was 46,100) for 2023/24 then the impact on income of the changes proposed are shown below.

Option	£
Option 1 – 10p	32,700
Option 1 – 20p	58,900
Option 1 – 30p	87,500

- 2.16 For Resort Car Parks there are options for increasing the hourly rate by 10p, 20p, 30p or 40p per hour. Using the transactions data (number of visits was 272,300) for 2023/24 then the impact on income of the changes proposed are shown below.

Option	£
Option 1 – 10p	110,400
Option 1 – 20p	212,800
Option 1 – 30p	327,600
Option 1 – 40p	436,300

- 2.17 For Coastal Car Parks there are options for increasing the hourly rate by 10p, 20p, 30p or 40p per hour. Using the transactions data (number of visits was 222,800) for 2023/24 then the impact on income of the changes proposed are shown below.

Option	£
Option 1 – 10p	103,400
Option 1 – 20p	165,300
Option 1 – 30p	227,700

Option 1 – 40p	289,800
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2.18 There are several permutations for increases. The figures in the above tables are indicative of the level of additional income that could be achieved by applying increases across all car parks. A mix and match approach could be adopted whereby varying increases could be applied to each tariff. For instance, an increase of 10p per hour in standard tariff car parks, plus an increase of 20p per hour in resort tariff car parks and an increase of 30p per hour in coastal tariff car parks would generate additional income as shown in the table below.

Proposed Increase Combination	£
Standard Car Park – 10p	32,700
Resort Car Park – 20p	212,800
Coastal Car Park – 30p	227,700
Total	473,200

2.19 A 10p increase does not fully cover the inflation rise of 11.3% between the last review and the proposed the new charges in April 2025 resulting from that level of increase or the 8% at which other fees and charges were increased for April 2024. The percentage increase ranges from 5.56% on the hourly rate at a coastal car park to 12.5% on the £0.80 per additional hour rate a at standard tariff car park.

2.20 The 20p increase covers the inflation rise of 11.3% between the last review and the proposed new charges in April 2025 plus it also allows for inflationary increases in costs if car park charges are only reviewed every 2 years. This also seems a reasonable increase when considering that the users of the car parks have not seen an increase for over 2 years and that it will be nearly 3 years by the time the new charges come into force. A 20p increase would still provide good value and remains generally lower than those at comparative locations.

2.21 It is important to note that, as with any financial forecasting, these figures are indicative and can be impacted by a range of factors. The forecasts are based on the number of users for 2023/24 but there could be some reduction in the number of users, but this is difficult to predict. The biggest unknown factor is obviously the weather. A bad summer weather wise could impact negatively both in terms of visitor numbers and length of stay during a period which generates a very significant contribution to the annual income. Conversely a prolonged spell of good weather would have a beneficial impact.

Option 2 – Seasonal Charges at Coastal Car Parks

2.22 As previously mentioned in the report car park income is seasonal in nature and this is greater in Coastal car parks which achieve over 75% of the annual income in the period April to September, rising to 88% between March and October. Appendix A shows this in graphical format.

2.23 This is a variant on Option 1 and would introduce seasonal charges across this type of car park, increasing charges for the period March to October and having lower fees during the months of November to February. This would provide a benefit to residents who live within the district all year round whilst still generating additional income form the significant influx of tourists and visitors during the peak season. This could be introduced in combination with the proposal outlined in Option 1.

- 2.24 If a 30p per hour increase on current Coastal car park charges for the period 1 March and 31 October was introduced along with the rate for Standard car park charge including a 20p increase on the current rate between 1 November and 28/29 February then the additional income would be £72,700 assuming a similar level of users as in 2023/24 (i.e. 181,900 users between 1 March and 31 October and 40,900 between 1 November and 29 February).
- 2.25 A possible disadvantage of introducing seasonal charges is the complexity in terms of parking machine software configuration and updating which can be resolved as seasonal charges are in operation elsewhere. A further tier of charging might lead to confusion for customers; however such charging is becoming more prevalent and widespread with tourists and visitors more used to seasonal charges.

Option 3 – Re-introducing evening charges

- 2.26 The Council has in the past trialled a £1 evening charge for parking after 6pm which generated an annual income of approximately £90,000. This was removed from all car parks in November 2014. A further option for consideration is to reintroduce a nominal evening charge of £1 or £2 across all car parks. It is anticipated that if a £1 charge was introduced then this is anticipated to generate income of £100,000 per annum.
- 2.27 A further option for consideration is to reintroduce a nominal evening charge of £1 or £2 for the coastal car parks during the summer months. As the district continues to attract significant numbers of visitors it is anticipated that a £1 charge could generate income of around £50,000, although a more prudent might be 80% of this when setting a budget. There would be additional costs of enforcement if an evening charge was introduced. Whilst this has not be costed this would reduce the net income from this charge.
- 2.28 An introduction of an evening charge in the resort and standard car parks is likely to have a detrimental effect on the evening economy within our towns. Therefore a re-introduction for evening charges at these car parks needs to be given careful consideration. However by not introducing an evening charge in these car parks it will probably reduce the potential to generate additional income in the coastal car parks as users will be inclined to migrate to the resort car parks.

Options 4 & 5 - Increase in Charges for Season Tickets

Current Charging Regime

- 2.29 The current charges are in the following table.

		2024/25 Charge	Charge/ Day	Charge/ Hour
3 Months	- 3 hour stay max.	£16.00	£0.17	£0.06
	- 24 hour stay max.	£66.00	£0.72	£0.07
6 Months	- 3 hour stay max.	£31.00	£0.17	£0.06
	- 24 hour stay max.	£122.00	£0.67	£0.07
12 Months	- 3 hour stay max.	£56.00	£0.15	£0.05
	- 24 hour stay max.	£204.00	£0.56	£0.06

- 2.30 The season ticket prices have had only very small increases in price. In 2016 there was £4 increase to the £200 charge which had been in place since 2009. At £204 for 12 month 24-hour ticket is exceptional value to residents as this represents a cost of just £0.56 per day to park when compared to the 24 hours charge of £6.50 in a standard tariff car park and £8.50 in resort and coastal car parks.
- 2.31 As these charges have not increased meaningfully in 15 years and the last small increase having been approved 8 years ago the charge is now not only considerably behind other local charges but also out of step with charges on individual car parks and the 3 months 3-hour stay at £16.00 barely covers the cost of issuing the ticket.

2.32 The table below shows what other nearby local authorities are charging for 'season' tickets. Whilst not directly comparable to NNDC's charging regime it does demonstrate that our charges are very low.

Location	Charges
Great Yarmouth	Weekly - £40.30 3 Day (72 Hrs) - £17.50 Monthly - £72.00
Kings Lynn	Monthly - £44.00 Annual Long Term Stay - £484.00 Annual Short Term Stay - £968.00
Lowestoft	Annual Long Stay - £350.00 1 Month = £65.00

2.33 The table below shows the amount of income received from season tickets over the last 5 years and what we have received to date for 2024/25.

Season Ticket Sales (Long/Short Stay)						
	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25 (July)
	£'000s	£'000s	£'000s	£'000s	£'000s	£'000s
Long Stay	£88	£78	£102	£105	£95	£37
Short Stay	£175	£152	£188	£207	£211	£84
Total	£263	£230	£290	£312	£306	£121
% - Long Stay	34%	34%	35%	34%	31%	31%
% - Short Stay	66%	66%	65%	66%	69%	69%

Options for Increases

2.34 There are two proposed options which are detailed below. Option 4 is an increase that has just applied the CPI rate of inflation since 2016 i.e. 33% to bring the prices up to today's prices. Then Option 5 is an increase of 50% which covers the inflation since 2016 but also factors in an increase that will start to bring this up to a more realistic level.

Increase that covers just the inflationary increase since 2016

		2024/25 Charge	Charge/ Day	Charge/ Hour	Increase	2025/26 Charge Option 4	Charge/ Day	Charge/ Hour
3 Months	- 3 hour stay max.	£16.00	£0.17	£0.06	£5.50	£21.50	£0.24	£0.08
	- 24 hour stay max.	£66.00	£0.72	£0.07	£22.50	£88.50	£0.97	£0.10
6 Months	- 3 hour stay max.	£31.00	£0.17	£0.06	£10.50	£41.50	£0.23	£0.08
	- 24 hour stay max.	£122.00	£0.67	£0.07	£43.50	£165.50	£0.91	£0.09
12 Months	- 3 hour stay max.	£56.00	£0.15	£0.05	£19.50	£75.50	£0.21	£0.07
	- 24 hour stay max.	£204.00	£0.56	£0.06	£71.00	£275.00	£0.75	£0.08

Increase that covers the inflationary increase since 2016 plus an increase to start to bring these up to a more realistic level.

		2024/25 Charge	Charge/ Day	Charge/ Hour	Increase	2025/26 Charge Option 5	Charge/ Day	Charge/ Hour
3 Months	- 3 hour stay max.	£16.00	£0.17	£0.06	£9.00	£25.00	£0.27	£0.09
	- 24 hour stay max.	£66.00	£0.72	£0.07	£34.00	£100.00	£1.10	£0.11
6 Months	- 3 hour stay max.	£31.00	£0.17	£0.06	£16.00	£47.00	£0.26	£0.09
	- 24 hour stay max.	£122.00	£0.67	£0.07	£61.00	£183.00	£1.00	£0.10
12 Months	- 3 hour stay max.	£56.00	£0.15	£0.05	£28.00	£84.00	£0.23	£0.08
	- 24 hour stay max.	£204.00	£0.56	£0.06	£102.00	£306.00	£0.84	£0.08

2.35 The table below provides an indication of the levels of income that could be generated from increasing charges for season tickets.

		Sales	Increase Option 4	Additional Income Option 4	Increase Option 5	Additional Income Option 5
3 Months	- 3 hour stay max.	570	£5.50	£3,135	£9.00	£5,130
	- 24 hour stay max.	421	£22.50	£9,473	£34.00	£14,314
6 Months	- 3 hour stay max.	576	£10.50	£6,048	£16.00	£9,216
	- 24 hour stay max.	157	£43.50	£6,830	£61.00	£9,577
12 Months	- 3 hour stay max.	4,043	£19.50	£78,839	£28.00	£113,204
	- 24 hour stay max.	571	£71.00	£40,541	£102.00	£58,242
TOTAL		6,338		£144,865		£209,683

2.36 The proposals are for a realistic increase considering these charges have not changed for several years. Season ticket holders have been parking for very little cost and have benefited for many years. Therefore it seems fair to increase the charges so that season ticket holders are contributing more to the upkeep of the car parks. Both options still represent exceptional value and there is probably scope to increase beyond the proposed levels over the coming years, especially considering prices at other locations.

2.37 A further option is to introduce a one-month ticket as this is provided elsewhere and seems common practice. However elsewhere the charges are substantially higher than the Council currently charges and so there is a need to carefully consider what would be an acceptable charge to both still achieve an acceptable level of income but have a differential price to the 3-month tickets. It is quite difficult to achieve this with the season ticket prices already being relatively low. Therefore it is recommended that this is not introduced until the charge for the 3-month ticket has increased to a more realistic level.

2.38 The forecast additional income assumes no changes in the number of season tickets purchased, however it is recognised that there may be a reduction in the numbers of season tickets purchased. However this may lead to increases in other pay and display charges.

Option 6 - Coach Parking Fees

2.39 The current fee regime for Coaches is contained in the table below.

Current Charges for Coach Parking

Duration	Charge
4 Hours	£6.00
24 Hours	£12.00

2.40 Charges for Coach Parking is outstanding value. This is evident when compared to the hourly charges for cars, these being £1.50 in a resort car parks and £1.80 in a coastal car park when the equivalent hourly rate for a coach is £1.50 and the fact that coaches take up around the same area required for 4 cars and can typically carry 50 passengers.

2.41 The current fee is lower than that charged in Great Yarmouth, which is £7.50 for 3 hours (equivalent hourly rate of £2.50), £13.00 all day and £66.00 for a weekly ticket.

2.42 The proposal is to increase the charges as follows:

Proposed Increases for Coach Parking:

Duration	Charge	Charge
4 Hours	£10.00	£12.00
24 Hours	£20.00	£24.00
Weekly ticket (7 days) – new charge	£80.00	£96.00

2.43 The proposed charge increases the equivalent hourly charge for a 4-hour ticket to either £2.50 or £3.00, which is still considerably lower than our coastal and resort rates for parking a car. The 24-hour ticket cost of either £20.00 or £24.00 still represents the good value as it equates to just either £5.00 or £6.00 per car park space (compared to £8.50 for a 24 hour car park ticket) or either £0.40 or £0.48 per passenger if there are 50 passengers on the coach. A weekly ticket could be introduced on the same basis as for cars i.e. 7 days for the price of 4 days which is obviously exceptional value.

Option 7 – Introduce car parking charges at other car parks

2.44 The Council could introduce car parking charges at the car parks that it currently does not charge for across the district. The most notable one for consideration is the Hornbeam Road car park in North Walsham which is currently free. This is the car park that probably users who currently catch a train in North Walsham would use. If a pay and display machine was introduced here it would be a significant cost and enforcement would be required. To reduce the costs the car park could be made one that is available to only permit holders. It is thought that this car park is the one that commuters use and so this form of charge would work well for these users.

2.45 Users might migrate to using the Victory Pool car park, but a charge could be introduced here to stop this, and the charge could give users free use for up to a maximum of 2 hours. However again this would again incur cost of installing a pay and display and would need to be enforced.

2.46 A charge could also be introduced at the Reef leisure centre, however as there are other options to park nearer to the town centre it would probably not be worth the additional cost of introducing a charge here as most of the users

would continue to be users of the Reef itself for which there would need to be free usage for up to 2 hours again.

3 Car Park Order

- 3.1 Any change to the charging regime will have to be formalize through the agreement of a new Car Park Order, the statutory consultation process which takes 3 months.
- 3.2 If no significant objections are received the Order could be agreed under delegated powers.
- 3.3 The cost of implementing the changes to the current charges would be in the region of £20k, this would cover signage overlays, car park leaflets and reprogramming of the pay & display machines.
- 3.4

4 Corporate Priorities

- 4.1 The provision of car parking facilities directly supports a wide variety of economic and social activities within the district.
- 4.2 The income from off-street parking is a significant contributor to the finances of the Council.

5 Financial and Resource Implications

- 5.1 The costs and income relating to car parks form a significant part of the Councils budgets and it is important that charging levels are set correctly so that all direct and indirect costs of providing the car parks are recovered.
- 5.2 The income raised from car parking charges is a significant funding stream and this will continue to be factored in as such when formulating the MTFS. The income offsets the costs of providing and maintaining car parks in the district.
- 5.3 Significant external factors can affect the usage of car parks and therefore the income received.

6 Legal Implications

The legal team will be supporting the Car Park Order process to ensure that the Council complies with the consultation requirements.

7 Risks

- 7.1 The detail within section 2 of the report highlights the risks associated with increasing charges.

8 Net Zero Target

None as a direct consequence of this report

9 Equality and Diversity

None as a direct consequence of this report

10 Community Safety Issues

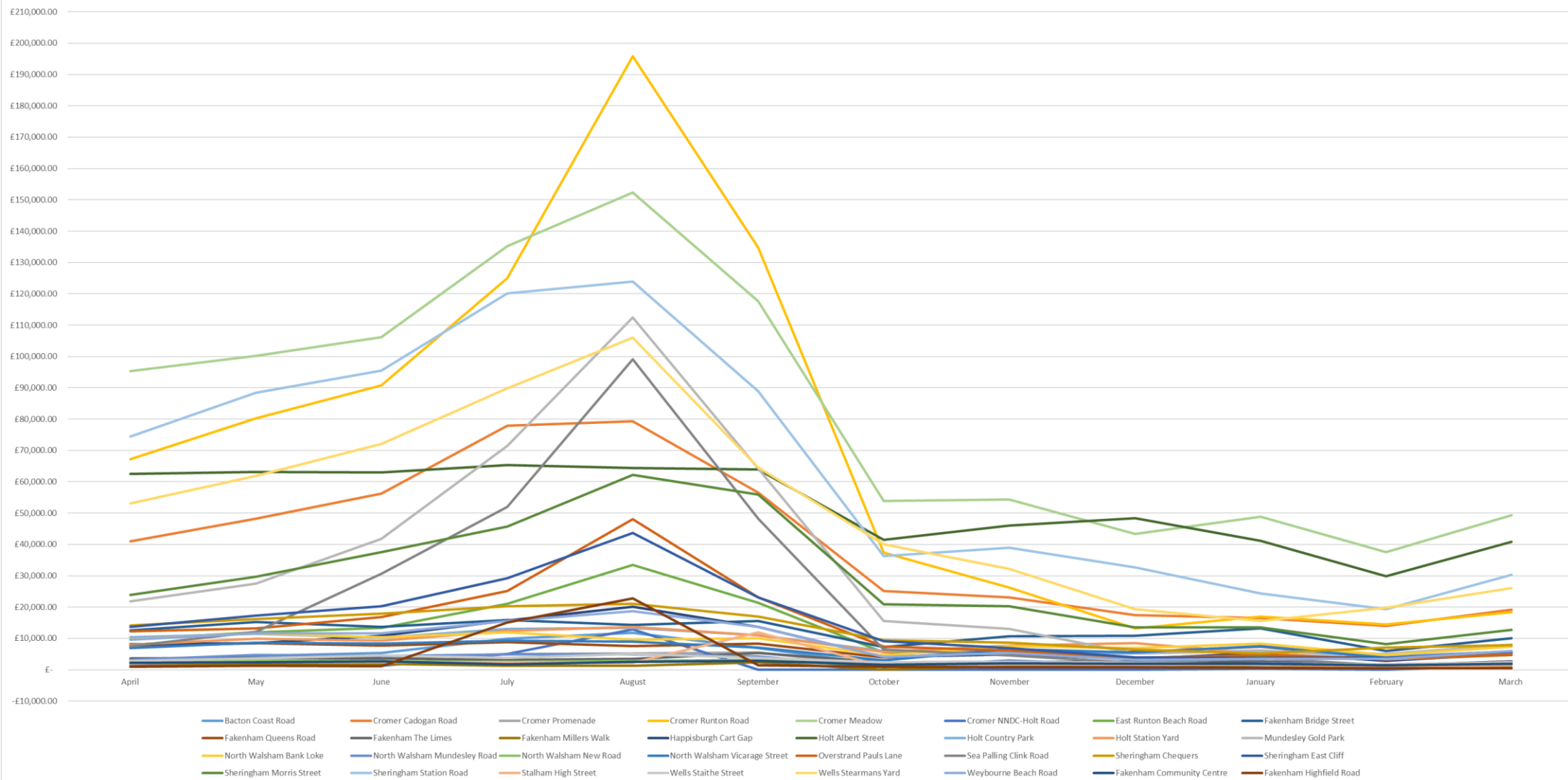
None as a direct consequence of this report

11 Conclusion and Recommendations

- 11.1 As one of the largest external income sources car parking charges have a significant contribution to the Council's sustainability and MTFS. The pay and display charges have not been increased since July 2022. The season tickets prices have not been increased since 2016 (and not since 2009 before that).
- 11.2 There are multiple variations on the possible range of pricing options for the pay and display charges and there are also other options to consider, and these are to introduce seasonal charges for the coastal car parks, introduce evening charges for car parks, increase charges for coach parking, increase charges for season tickets and introduce car parking charges at Hornbeam Road car park to be paid via a season ticket purchase or via an 'App' purchase.
- 11.3 It is recommended that Cabinet recommend to full Council the combination of price increases that they would wish to introduce.
- 11.4 It is also recommended that car park fees and charges should be reviewed every other year as the costs to introduce a change is approximately £20,000 and the prices can be increased to factor in the two year price increase regime.
- 11.5 This increased income if approved could generate additional income in the region of £0.5m-£0.6m per annum.

Appendix A

Total Income By Month - Line Graph Trend 2022/2023, 2023/2024, 2024/2025



Appendix A