

Car Park Fees & Charges	
Executive Summary	The hourly Car Park charges were last revisited during the budget setting process for the 2025/2026 year. The decision list of Cabinet meeting held on 4 November 2025 states that the charges will be revisited as part of the budget setting process for 2026/2027 – this report looks into the charges for car parks and season tickets pricing for 2026/2027. 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 the beaches and which are predominantly used by tourists and visitors. The Council also provides the option to purchase season tickets. This report provides details about the current car park fees and charges, and then the options for increases.
Options considered	<u>Car Parking Charges</u> • Option 1: No increase to standard car parking up to and including 24 hour tariffs but increase car parking fees for resort and coastal car in line with CPI inflation of 3.8%. • Option 2 increase car parking fees by 2%. • Option 3 increase car parking fees by 5.8% (CPI+2%). • Option 4 no increase applied to car parking for the financial year beginning 1 April 2026. <u>Season Ticket Charges</u> • Option 5 no increase applied to the season tickets for the financial year beginning 1 April 2026. • Option 6 increase season ticket fees by 3.8%. • Option 7 increase season ticket fees by 2.0%. • Option 8 increase season ticket fees by 5.8% (CPI+2%).
Consultation(s)	Cllr Lucy Shires - Portfolio Holder for Finance, Estates & Property Services
Recommendations	Council is asked to consider the various options discussed within the report. The below officer recommendation is as follows:

	- Option 1 & Option 6: increase car parking fees and season ticket fees in line with CPI inflation of 3.8%. - For the Asset Management Officer in consultation with the s151 Officer to proceed with the Consultation in relation to the Off Street Parking Places Order.
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	None.

Wards affected	All
Cabinet member(s)	Cllr Lucy Shires
Contact Officer	Daniel King Daniel.King@North-Norfolk.gov.uk

Links to key documents:	
Corporate Plan:	A strong, responsible & accountable council
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. Purpose of the report

1.1. This report sets out proposals for revising car park fees and season ticket fees for the 2026/27 financial year, effective from 1 April 2026. It aims to ensure that pricing reflects inflationary pressures since the last adjustment in April 2025, supports the Council's financial sustainability, and aligns with strategic priorities outlined in the Medium-Term Financial Strategy. The report presents a range of options for consideration and recommends an increase in line with current CPI inflation.

2. Introduction & Background

- 2.1. This report presents proposed increases in car park fees and charges for 2026/27, which would come into force on 1 April 2026. The fees and charges were last increase on 1 April 2025 and so the increase would look to cover inflationary cost increases since then. The additional income would positively support the Council's financial position by charging users for the service they are using.
- 2.2. 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 2026-2029 there are forecast deficits of £900k, £518k and £599k for the three years 2026/27 and 2027/28, and 2028/29 respectively.
- 2.3. North Norfolk District Council (NNDC) owns 33 car parks, 31 of which operate a pay and display scheme. The remaining two facilities are a free car park on Midland Road, North Walsham (operated by North Walsham Town Council) and a 'season ticket only' car park at Hall Staithe, Fakenham.
- 2.4. 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.

3. Current Charging Regime and Options

- 3.1. The current charging regime, and contextual information are detailed in this section.

Table 1: Current charging regime:

	Standard (£)	Resort (£)	Coastal (£)
Up to 30 minutes	0.60	1.00	1.00
Up to 1 hour	-	1.70	2.10
Up to 2 hours	1.30	3.10	4.20
Up to 3 hours	2.20	4.50	6.30
Up to 4 hours	3.10	5.90	8.40
Up to 5 hours	4.00	7.30	-
Up to 6 hours	4.90	-	-
Up to 7 hours	5.80	-	-
24 hours	6.50	8.70	11.00
7 days	44.00	44.00	44.00

- 3.2. The current parking fees and charges across the three main car parks NNDC operates follows a structure approach whereby there are rates for 30 minutes, and initial hour, hourly rate after the initial hour, and rates defined for 24 hours, and 7 days. These have been summarised in Table 2 below.

Table 2: Structure of car parking fees

Length	Standard (£)	Resort (£)	Coastal (£)
30 minutes	0.60	1.00	1.00
Initial	1.30	1.70	-
Hourly Rate	0.90	1.40	2.10
24 hours	6.50	8.70	11.00
7 Day	44.00	44.00	44.00

3.3. Similar Norfolk resorts have the following charges as detailed in the following table:

Table 3: Comparative car parking charges

	NNDC Resort (£)	Hunstanton Cliff (£)	Great Yarmouth Seafront Short Stay (£)	Great Yarmouth Seafront Long Stay (£)	Wells Beach & Holkham beach (Holkham Estates) (£)
Up to 30 Minutes	1.00	N/A	N/A	N/A	N/A
Up to 1 hour	2.10	2.70	3.10	N/A	N/A
Up to 2 hours	4.20	5.10	6.20	N/A	3.60
Up to 3 hours	6.30	7.30	N/A	N/A	N/A
Up to 4 hours	8.40	N/A	N/A	8.40	7.00
Over 4 hours	N/A	N/A	N/A	N/A	13.50
Hourly Charge	N/A	N/A	£3.90 per hour after 2 hours	N/A	N/A
24 hours	11.00	10.80	N/A	N/A	N/A
Winter Rates	N/A	All day £9.60 1 November - 28 February	£1.60 per hour 1 November - 31 March	Closed 1 November - 28 February	N/A

3.4. 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.

4. Proposals and Options – Car parking charges (excluding season tickets)

4.1. This section details out the proposal for fee increases for car parking across the different car parks

4.2. The approach taken in this paper looks to apply percentage increases to the current charging regime. To ensure that the charges remain practical, the increases applied in the below options will be rounded. 7 day parking has been round to the nearest £1.00, 24 hour parking charges have been rounded to the nearest £0.50, and all other time increments of car parking has been rounded to the nearest £0.05. The rounding for season tickets has been done to the nearest £0.50.

4.3. CPI measures the change over time in the prices of a basket of goods and services purchased by households to gauge inflation. At the time of writing this report CPI stands at 3.8%.

4.4. The latest 12 monthly data set has been used to formulate these estimates. At the time of writing this report this data set covered the period of 1 September 2024 – 31 August 2025. For the avoidance of doubt, the monetary estimates referred to below take into the account the different charging structures as the data set straddles two different financial years. The estimates below assume that the same volume of transactions are received; the volume of transactions is used in calculating the monetary estimates which could be achieved from the respective increases as detailed below.

4.5. Option 1 – Increase of 3.8% in line with inflation

4.5.1. Table 4 below shows the pricing of car parking fees across the three main car parks that the Council operates.

Table 4: Car parking prices after 3.8% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
Up to 30 Minutes	0.60	1.05	1.05
Up to 1 hour	-	1.75	2.20
Up to 2 hours	1.30	3.20	4.40
Up to 3 hours	2.20	4.65	6.60
Up to 4 hours	3.10	6.10	8.80
Up to 5 hours	4.00	7.55	-
Up to 6 hours	4.90	-	-
Up to 7 hours	5.80	-	-
24 hours	6.50	9.20	11.50
7 days	46.00	46.00	46.00

4.5.2. Table 5 below shows the structure of the car parking fees in the same format as shown in Table 2.

Table 5: Proposed structure of parking charges based on 3.8% increase.

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	0.60	1.05	1.05
Initial	1.30	1.75	N/A
Hourly	0.90	1.45	2.20
24 Hour	6.50	9.20	11.50
7 Day	46.00	46.00	46.00

- 4.5.3. Table 6 below shows the difference in the pricing of car parking fees when compared to the current parking fees.

Table 6: The effects of a 3.8% increase to car parking charges

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	-	0.05	0.05
Initial	-	0.05	N/A
Hourly	-	0.05	0.10
24 Hour	-	0.50	0.50
7 Day	2.00	2.00	2.00

- 4.5.4. Based the latest transactionally data available at the time of writing this report, being 1 September 2024 – 31 August 2025, this change is anticipated to generate an additional £148,973.
- 4.5.5. It is acknowledged that charges ending in 5p may present an inconvenience for customers paying with cash. However, rounding charges up to the nearest 10p would result in a materially higher increase in the actual tariff - approximately 5.8%, compared to the proposed 3.8%. Such an approach would disproportionately impact the majority of users who pay via cashless methods such as app and card, as they would incur a higher percentage increase than necessary.
- 4.5.6. Following a detailed review, it has been an active decision not to increase tariffs in standard car parks at this time. This approach is intended to deliver wider local benefits. By maintaining current charges, the Council aims to support the vitality and resilience of our market towns, encouraging visitor footfall and sustaining economic activity. Affordable and accessible parking is a key factor in attracting shoppers and visitors, which in turn benefits local businesses, helps protect high street trade, and contributes to the overall economic health of these communities. The decision reflects a balanced strategy: while recognising inflationary pressures, it prioritises the long-term interests of local economies and community wellbeing over marginal revenue gains.

4.6. Option 2 – Increase of 2.0% - below inflation

4.6.1. Table 7 below shows the pricing of car parking fees across the three main car parks that the Council operates.

Table 7: Car parking prices after 2.0% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
Up to 30 minutes	0.60	1.00	1.00
Up to 1 hour	-	1.75	2.15
Up to 2 hours	1.35	3.20	4.30
Up to 3 hours	2.25	4.65	6.45
Up to 4 hours	3.15	6.10	8.60
Up to 5 hours	4.05	7.55	-
Up to 6 hours	4.95	-	-
Up to 7 hours	5.85	-	-
24 hours	6.50	8.70	11.00
7 days	45.00	45.00	45.00

4.6.1. Table 8 below shows the structure of the car parking fees in the same format as shown in Table 2.

Table 8: Car parking prices after 2.0% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	0.60	1.00	1.00
Initial	1.35	1.75	N/A
Hourly	0.90	1.45	2.15
24 Hour	6.50	8.70	11.00
7 Day	45.00	45.00	45.00

4.6.2. Table 9 below shows the difference in the pricing of car parking fees when compared to the current parking fees.

Table 9: Car parking prices after 2.0% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	-	-	-
Initial	0.05	0.05	N/A
Hourly	-	0.05	0.05
24 Hour	-	-	-
7 Day	1.00	1.00	1.00

4.6.3. Based the latest transactionally data available at the time of writing this report, being 1 September 2024 – 31 August 2025, this change is anticipated to generate an additional £110,183.

4.7. Option 3 – Increase of 5.8% increase above inflation

4.7.1. Table 10 below shows the pricing of car parking fees across the three main car parks that the Council operates.

Table 10: Car parking prices after 5.8% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
Up to 30 minutes	0.65	1.05	1.05
Up to 1 hour	-	1.80	2.20
Up to 2 hours	1.40	3.30	4.40
Up to 3 hours	2.35	4.80	6.60
Up to 4 hours	3.30	6.30	8.80
Up to 5 hours	4.25	7.80	-
Up to 6 hours	5.20	-	-
Up to 7 hours	6.15	-	-
24 hours	7.00	9.20	11.50
7 days	47.00	47.00	47.00

4.7.2. Table 11 below shows the structure of the car parking fees in the same format as shown in Table 2.

Table 11: Car parking prices after 5.8% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	0.65	1.05	1.05
Initial	1.40	1.80	N/A
Hourly	0.95	1.50	2.20
24 Hour	7.00	9.20	11.50
7 Day	47.00	47.00	47.00

4.7.3. Table 12 below shows the difference in the pricing of car parking fees when compared to the current parking fees.

Table 12: Car parking prices after 5.8% inflation increase has been applied.

	Standard (£)	Resort (£)	Coastal (£)
30 Minute	0.05	0.05	0.05
Initial	0.10	0.10	N/A
Hourly	0.05	0.10	0.10
24 Hour	0.50	0.50	0.50
7 Day	3.00	3.00	3.00

- 4.7.4. Based the latest transactionally data available at the time of writing this report, being 1 September 2024 – 31 August 2025, this change is anticipated to generate an additional £215,882.

4.8. Option 4 – No increase to fees

- 4.8.1. There is an option to not increase car parking in car parks operated by the Council – for a number of reasons this is not the recommended course of action.
- 4.8.2. Maintaining current car parking charges without adjustment for inflation is not recommended, as it undermines the financial sustainability of the council's parking services.
- 4.8.3. Without periodic increases aligned with CPI the real value of parking income diminishes over time. This reduces the council's ability to fund maintenance, improvements, and enforcement activities without diverting resources from other essential services.
- 4.8.4. Incremental CPI based increases provide a predictable and transparent approach to revenue management, aligning with medium-term financial planning and avoiding the need for larger, more disruptive increases in the future.

4.9. Summary of options

- 4.9.1. A summary of the estimate car parking incomes which could be achieved from their respective percentage increase can be seen in Table 13 below.

Table 13: Impact on income of the car parking percentage increases.

Option	Percentage increase	Estimate additional income (£)
1	3.8%	148,973
2	2.0%	110,183
3	5.8%	215,822
4	0%	-

5. Proposals and Options – Public Season Tickets

- 5.1. This section details out the proposal for fee increases for season tickets
- 5.2. The approach taken in this paper looks to apply percentage increases to the current season ticket charges. To ensure that the charges remain practical, the increases applied in the below options will be rounded. The rounding for season tickets has been done to the nearest £0.50.

5.3. CPI measures the change over time in the prices of a basket of goods and services purchased by households to gauge inflation. At the time of writing this report CPI stands at 3.8%.

5.4. The latest 12 monthly data set has been used to formulate these estimates. At the time of writing this report this data set covered the period of 1 September 2024 – 31 August 2025. For the avoidance of doubt, the monetary estimates referred to below take into the account the different charging structures as the data set straddles two different financial years. The estimates below assume that the same volume of transactions are received; the volume of transactions is used in calculating the monetary estimates which could be achieved from the respective increases as detailed below.

5.5. Table 14 below shows the differences in both the short stay (3 hour time limit) and long stay (24 hour time limit) season ticket price based on the proposed percentage increases.

Table 14: Impact on income of the season ticket options.

	Current (£)	3.8% Increase (£)	5.8% Increase (£)	2% Increase (£)
	Option 5	Option 6	Option 7	Option 8
Short Stay - 3 Months	21.50	22.00	23.00	22.00
Short Stay - 6 Months	41.50	43.00	44.00	42.00
Short Stay - 12 Months	75.50	78.00	80.00	77.00
Long stay - 3 Months	88.50	92.00	94.00	90.00
Long Stay - 6 Months	165.00	171.00	175.00	168.00
Long Stay - 12 Months	275.00	285.00	291.00	281.00
Additional Income	-	18,568	32,202	10,706

6. Car Parking Order

- 6.1. Any change to the charging regime will have to be formalised through the agreement of a new Car Park Order under Section 35 of the Road Traffic Regulation Act 1984. In accordance with the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996, the Council is required to undertake a statutory consultation process – this is anticipated to take 3 months.
- 6.2. The cost of implementing the changes to the current charges would be in the region of £15k, this would cover signage overlays, car park leaflets and reprogramming of the pay & display machines.
- 6.3. It is recommended that the Asset Management Officer in consultation with the S151 Officer to proceed with the Consultation in relation to the Off Street Parking Places Order.

7. Corporate Priorities

- 7.1. The proposal aligns to strong, responsible & accountable council corporate objective.
- 7.2. The provision of car parking facilities directly supports a wide variety of economic and social activities within the district.
- 7.3. The income from off-street parking is a significant contributor to the finances of the Council.

8. Financial and Resource Implications

- 8.1. 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.
- 8.2. 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.
- 8.3. Significant external factors can affect the usage of car parks and therefore the income received.

Comments from the S151 Officer:

Applying an inflationary increase mitigates the real terms loss to Council funds of below or no inflationary increase. Moreover, not keeping up with inflation makes future recovery challenging due to the greater marginal increases that would be required.

9. Legal Implications

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

Comments from the Monitoring Officer

If there is approval to change car park charges, the appropriate legal process would need to be complied with, including a 3 month consultation period, and a new Car Parking Order – the legal team can assist with this process

10. Risks

- 10.1. A potential risk of increasing car parking charges is that higher tariffs could lead to a modest reduction in usage; however, the proposed rates remain competitive when compared with neighbouring authorities. Continued monitoring will help ensure that charges support local economic activity while maintaining fairness and cost recovery.

11. Net Zero Target

- 11.1. None as a direct consequence of this report.

12. Equality, Diversity & Inclusion

- 12.1. None as a direct consequence of this report.

13. Community Safety issues

- 13.1. None as a direct consequence of this report.

14. Conclusion and Recommendations

- 14.1. As one of the largest external income sources car parking charges have a significant contribution to the Council's sustainability and MTFS.
- 14.2. It is recommended that car parking charges and season ticket prices are continued to be reviewed annually.
- 14.1. It is recommended that the Asset Management Officer in consultation with the s151 Officer to proceed with the Consultation in relation to the Off Street Parking Places Order.
- 14.2. Option 1 and Option 6 are recommended by officers. This recommendation is due to this increase reflecting CPI. Increasing car parking charges in line with the Consumer Price Index (CPI) is a necessary step to ensure that income from parking keeps pace with rising operational costs, such as maintenance, staffing, and infrastructure upgrades; without this adjustment, the real value of parking revenue declines over time, placing additional pressure on council budgets and potentially compromising service quality.
- 14.3. Option 1 and Option 6 would result in a net contribution to income of circa £152,541 in 2026/27 rising to circa £167,541 per annum thereafter