Report to: Cabinet

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Exemption applied: None

Review date for release N/A

East Devon District Council

Car Park Summer Income Report - 2023

Report summary:

Review of the car parking tariff increase that was introduced across the district in April 2022

Is the proposed decision in accordance with:

Budget Yes ☒ No ☐

Policy Framework Yes ☒ No ☐

Recommendation:

1. That Cabinet acknowledge the car parking comparisons for the most recent summer periods
2. That Cabinet note the impending EDDC Car Parking Strategy and commit to ensuring that any future tariff changes are carried out in accordance with the strategy principles once agreed

Reason for recommendation:

Car Parking Tariffs are an important mechanism for managing car parking demand, as well as attracting and facilitating visits to East Devon. Tariffs are able to influence traffic movement through our towns and are also intrinsically linked to economic activity in the locations that are served by the car parks. Although the current tariffs were considered a dramatic increase on those that were in place before, the tariffs had not been reviewed for 10 years previously. With the East Devon Car Parking Strategy being produced next year, it is important to ensure that any future changes are made in accordance with the agreed principles of the strategy, to ensure that the future competing demands for car park use are effectively prioritised. As is demonstrated in the report, other car park schemes such as the permit offer are directly affected by tariff changes, and therefore a holistic approach should be taken when considering future changes to the tariffs and price modelling for our car parks.

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Portfolio(s) (check which apply)**:**

☐ Climate Action and Emergency Response
☐ Coast, Country and Environment
☐ Council and Corporate Co-ordination
☐ Communications and Democracy
☐ Economy
☒ Finance and Assets
☐ Strategic Planning
☐ Sustainable Homes and Communities
☐ Culture, Leisure, Sport and Tourism

Equalities impact Low Impact

Climate change Low Impact

Risk: Low Risk;

Links to background information

Link to Council Plan

Priorities (check which apply)

☐ Better homes and communities for all
☐ A greener East Devon
☒ A resilient economy

Report in full

1. **Background**

The EDDC Car Parking charges were increased for the first time in 10 years in April 2022. This increase saw the doubling of some tariffs from £1.00 to £2.00 per hour in short-stay car parks.

The car parking tariffs are distinctly split between the high-summer season from April to October and the low-winter season between November and March. The supplementary 'winter parking offer' which begins on the 1st November allows £2.00 all day parking and is transferable between all EDDC car parks.

Following an update on the tariff increases to this committee last November, a further update was requested this year, to include two full summers worth of parking data as a comparison.

It was widely reported that the whole of the South West region experienced 20% less visitors this year when compared to last summer, this was almost entirely attributable to poor weather across the UK.

2. **Car Parking Data**

2.1. April – October – Yearly comparison

	INCOME & TICKET SALES - APRIL - OCTOBER (SUMMER)	
	REVENUE (GROSS)	**NUMBER OF TICKETS SOLD**
2021 (old tariff)	£ 2,497,158.00	1,103,044
2022	£ 3,526,594.80	1,073,867
2023	£ 3,529,220.40	1,028,333

Car parking revenue has increased by just over £1,000,000 in both summer periods since the tariff changes have been introduced. The number of tickets sold has gradually decreased each year, with the figure for this year 74,711 lower than in 2021. There is further analysis on ticket data within this report.

2.2. April – October – Comparison by month

	MONTHLY COMPARISON - REVENUE (NET) & TICKET SALES					
	2021 (old tariff)		2022		2023	
	REVENUE (NET)	TICKETS	REVENUE (NET)	TICKETS	REVENUE (NET)	TICKETS
April	£ 160,615.00	98,455	£ 272,951.00	145,186	£ 353,612.00	132,752
May	£ 186,014.00	109,196	£ 365,550.00	138,546	£ 423,566.00	145,732
June	£ 330,001.00	169,078	£ 424,283.00	150,337	£ 449,081.00	151,623
July	£ 401,478.00	199,365	£ 541,326.00	176,204	£ 417,596.00	148,112
August	£ 440,930.00	211,355	£ 660,872.00	202,184	£ 548,894.00	177,039
September	£ 321,002.00	171,412	£ 362,832.00	136,482	£ 425,660.00	147,487
October	£ 240,925.00	144,183	£ 307,016.00	124,928	£ 322,608.00	125,588

July and August are traditionally the busiest tourist months across East Devon due to the summer school holiday period, however the figures on the table above highlight the drop in revenue and ticket sales for these months this summer.

Car parking revenue for the months leading up to the summer was significantly higher than the same period last year, with September and October also showing an increase on 2022. The increased revenue in the traditionally quieter months have led to a very small increase in total revenue across the full summer period for this year (£2,625.60).

2.3 April – October – Comparison by town

	COMPARISON BY TOWN - REVENUE (NET) & TICKET SALES					
	2021 (old tariff)		2022		2023	
	REVENUE (NET)	TICKETS	REVENUE (NET)	TICKETS	REVENUE (NET)	TICKETS
SIDMOUTH	£ 511,540.00	265,903	£ 699,575.00	229,724	£ 699,274.00	217,387
EXMOUTH	£ 795,372.00	405,835	£ 1,120,756.00	386,054	£ 1,166,913.00	380,460
SEATON	£ 139,513.00	55,680	£ 163,743.00	44,183	£ 167,844.00	43,155
AXMINSTER	£ 41,941.00	37,296	£ 86,075.00	67,972	£ 92,679.00	70,957
BUDLEIGH S	£ 213,759.00	108,792	£ 312,161.00	98,762	£ 264,414.00	82,676
HONITON	£ 146,749.00	121,503	£ 253,563.00	152,450	£ 255,162.00	143,698

As part of the Lower Otter Restoration Project, Lime Kiln Car Park in Budleigh Salterton experienced a summer of significant disruption with the presence of large plant machinery and areas of partial car park closure. Lime Kiln is traditionally one of the busiest car parks during the summer and it is expected that the completion of the LORP works, as well as the new car park surface will see a high number of visitors return from next year.

Sidmouth and Exmouth produced similar levels of revenue to last year, and visitor numbers would have certainly been higher if weather had been more suitable for beach/coastal trips during the peak summer months.

2.4. April – October – Comparison by length of stay

Short stay car parks (Maximum 4 hour stay)

SHORT STAY PARKING BY TICKET NUMBERS - APRIL - OCTOBER			
	2021	**2022**	**2023**
Up to 30 mins	43,545	57,696	49,396
30-60 mins	112,510	99,080	92,468
60-90 mins	55,288	63,978	64,955
90-120 mins	89,869	79,241	78,574
2-3 hrs	34,180	39,818	42,009
3-4 hrs	104,417	63,463	59,863
TOTAL	**439,809**	**403,276**	**387,265**
Up to 2 hours	211,343	220,754	206,819
Over 2 hours	138,597	103,281	101,872
TOTAL PAID PARKING HOURS	**917,160**	**755,683**	**737,255**

Long stay car parks (maximum 24 hour stay)

	LONG STAY PARKING - BY TICKET NUMBERS		
	2021	**2022**	**2023**
Up to 30 mins	56,886	76,464	69,676
30-60 mins	115,117	120,995	115,318
60-90 mins	56,290	70,382	71,435
90-120 mins	109,952	101,489	96,752
2-3 hrs	107,565	88,994	84,247
3-4 hrs	59,766	39,154	37,891
4-5 hrs	25,987	13,860	12,683
5-6 hrs	7,551	6,412	6,579
6-8 hrs	5,828	5,557	5,400
Up to 24 hrs	56,143	87,531	84,756
TOTAL TICKETS	**601,085**	**610,838**	**584,737**
Up to 2 hours	338,245	369,330	353,181
Over 2 hours	262,840	241,508	231,556
PAID PARKING HOURS	**2,578,955**	**3,144,348**	**3,035,350**

Total paid parking hours (Short & long stay combined)

	2021	**2022**	**2023**
Short stay paid parking hours	917,160	755,683	737,255
Long stay paid parking hours	2,578,955	3,144,348	3,035,350
TOTAL	**3,496,115**	**3,900,031**	**3,772,605**

Since the tariff increase last April there are key trends that can be established through analysis of the paid parking time;

- Reduction in the use and length of stay in of short stay car parks since 2021
- Increase in the paid parking time for long stay car parks with more motorists paying for 24 hour parking
- Increase in the amount total amount of paid parking hours across both car park types

3. Summary

The car parking revenue for this summer was almost identical to that achieved last year, this is despite a reported decline in visitor numbers to the region due to the poor weather.

There has been a notable shift in the type of car park usage, with more motorists paying for longer stays in EDDC long-stay car parks and staying for less time in the short stay car parks. The car parks are well suited to this type of use, as the short stay car parks tend to be smaller and offer the most-convenience, whereas the long stay car parks are larger and can accommodate longer stays by more vehicles.

The East Devon District Council Parking Strategy will be produced in 2024, which will set out how our Car Parks will be holistically used and managed in the coming years, members will have the opportunity to contribute to this strategy early next year, and this will include a section relating to car park pricing, offers and individual car park reviews. It is therefore recommended that the car park tariffs remain the same for 2024, to ensure that any future changes are made in accordance with the agreed strategy.

4. Car Parking permits update

East Devon residents are able to buy a town modular permit that costs £120.00 per year for parking in one town, and increases by £24.00 for each additional town up to a total of five locations. A monthly payment option is available for this permit type which helps split the upfront cost across the year, or allows residents to only purchase a permit for the months in which they require one.

Permit figures comparison;

	ANNUAL/MONTHLY PERMIT SALES - APRIL to OCTOBER					
	2021		2022		2023	
	REVENUE (NET)	PERMITS	REVENUE (NET)	PERMITS	REVENUE (NET)	PERMITS
ANNUAL	£ 259,812.00	2,644	£ 338,392.00	2,585	£ 368,320.00	2,691
MONTHLY	£ -	0	£ 27,992.00	2,446	£ 58,440.00	5,243
TOTAL	£ 259,812.00	2,644	£ 366,384.00	5,031	£ 426,760.00	7,934

Permit revenue and sales have increased significantly when compared with the same period in 2021. The monthly permits have increased in popularity since they were introduced last year, which may be a reflection on the cost-of-living situation. The increased permit sales have led to a greater demand for long-term parking, particularly in Exmouth and Honiton. See comparison below.

	COMPARISON BY TOWN - ANNUAL/MONTHLY PERMIT SALES - APRIL to OCTOBER					
	2021 (old tariff)		2022		2023	
	REVENUE (NET)	PERMITS	REVENUE (NET)	PERMITS	REVENUE (NET)	PERMITS
SIDMOUTH	£ 23,884.00	254	£ 35,952.00	288	£ 40,632.00	320
EXMOUTH	£ 94,500.00	972	£ 143,736.00	1,175	£ 175,172.00	1,464
SEATON	£ 22,912.00	226	£ 25,050.00	186	£ 28,330.00	214
AXMINSTER	£ 12,628.00	120	£ 12,492.00	99	£ 13,146.00	102
BUDLEIGH S	£ 10,236.00	106	£ 15,426.00	112	£ 16,608.00	141
HONITON	£ 18,396.00	191	£ 23,044.00	186	£ 28,686.00	226

Demand for resident's permits may well have been driven by the tariff increases, as the permits represent much better value for money than paying daily for parking, at around 33p per day. External factors such as the expansion of the Devon County controlled parking zone in Exmouth will also have had an impact on permit parking demand in the town.

Financial implications:

The financial details are outlined in the report.

Legal implications:

There is no direct comment to be made in relation to this report, any individual issues which may arise will need to be considered subsequently.