

## WORTLEY ROAD CAR PARK - ANALYSIS OF INCOME

### 1. INTRODUCTION

1.1 Christchurch Borough Council (CBC) agreed to waive the parking charges during the period 3<sup>rd</sup> December to 31<sup>st</sup> March 2014 between 1pm and 3pm. The aim was to assist the traders by encouraging more footfall. CBC has provided details of the income from parking tickets during this period (Appendix A) and their records for the Financial Years 2012/2013, 2013/2014 and 2014/2015 up to and including October; they provided a forecast of income for the remainder of the current financial year.

1.2 The main purpose of this report is to compare the income from the parking charges during January to March 2013 with the same period in 2014.

1.3 The data provided by CBC gives the opportunity to look at the parking habits of drivers using the Wortley Road Car Park, which may shed light on their shopping habits.

### 2. IMPACT OF THE FREE PERIOD ON INCOME FROM PARKING CHARGES

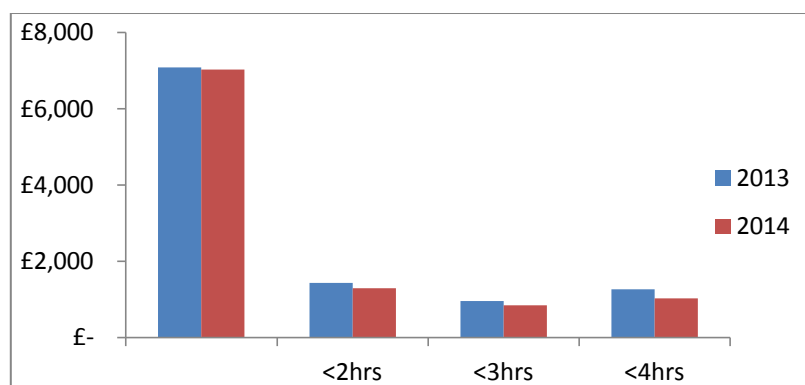
2.1 The Table below compares the Income for the four months and the differences between the returns from the four months for the two years.

	<b>2013</b>	<b>2014</b>	<b>DIFF</b>
DEC	2085	1967.3	117.7
JAN	2583	2329.3	253.7
FEB	2628	2635	-7
MAR	3434	3255.2	178.8
TOTAL	10730	10186.8	543.2

**Table 1. Comparison of Income for the months December to March**

2.2 The concession appears to have cost the Council a total of £543.20; this is considerably less than £3500 which was predicted by the Council in their report (Resources Committee 20<sup>th</sup> November 2013).

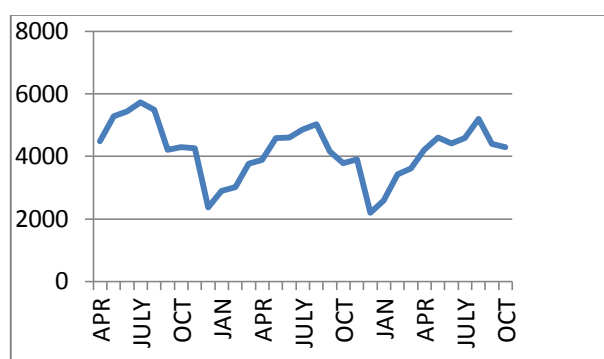
2.3 The bar chart below provides a comparison of the income from tickets purchased in the four month periods for both years. With the income from the "less than 2hr" tickets much the same for both periods, the difference in income would appear to be linked to the purchasing of the more expensive longer stay tickets.



### 3. VARIATIONS IN THE INCOME OVER THE PERIOD APRIL 2012 TO OCTOBER 2014

3.1 The graph below shows the income for each month in the period from April 2012 up to the end of October 2014.

INCOME (£)

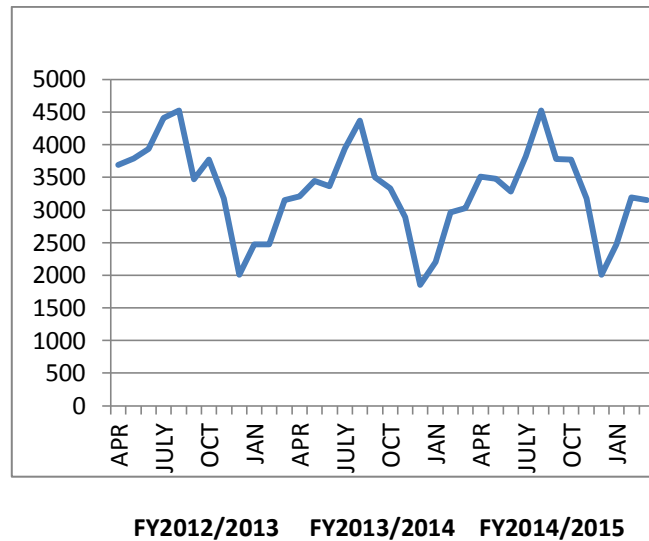


FY2012/2013    FY2013/2014    FY2014/2015

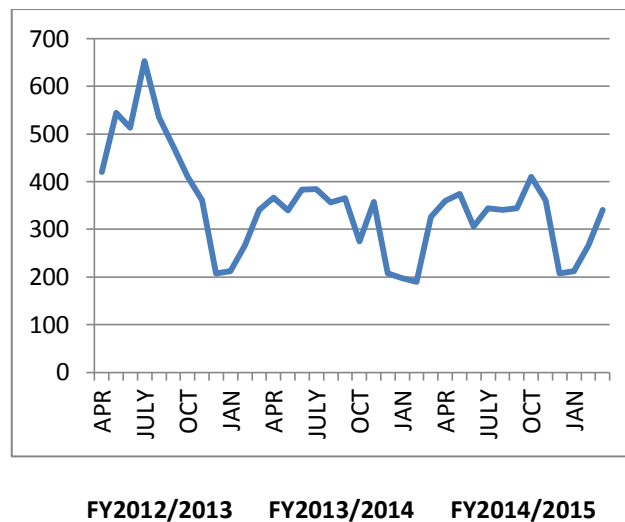
3.2 The income is clearly seasonal peaking around July/August falling to a minimum between December and February . There seems to have been a drop in the average level between 2012/2013 and the returns for 2013/2014. CBC suggested this was due to the free parking available at Tesco Express. However there may be other reasons causing traffic to park elsewhere in Highcliffe or at some other shopping centre. These other influences could be:

- Between October and April some on-street parking restrictions are lifted;
- Between October and April the Cliff top car park is free;
- Barclays Bank closed on 22<sup>nd</sup> October 2012
- HSBC Bank closed on 16<sup>th</sup> November 2013
- Nat West Bank closed June 2014

**Number of Tickets <2hrs**

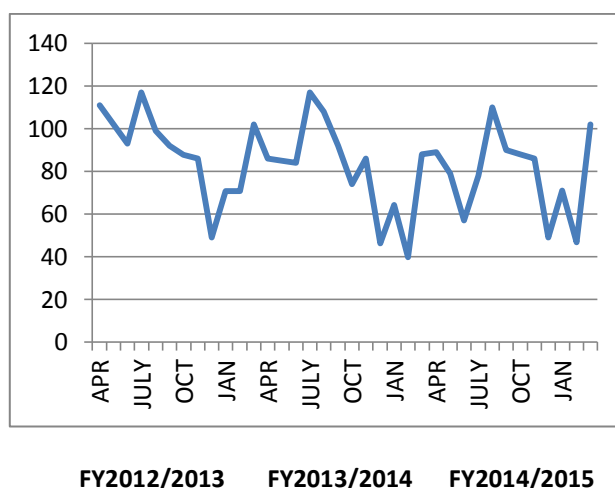


**Number of Tickets <3hrs**



**3.3** There is drop between the mean number of tickets purchased in the first cycle and the other two cycles. A similar relationship would be seen on the <4hr graph. However for the greater than 4 hours plot the peak level of the cycles only reduces gradually.

**Number of Tickets >4hrs**



3.4 These results suggest that the reason for the reduction in the mean level was not due to short term parking. It is therefore unlikely that the reduction was due to the free parking at the Tesco Express since that is short term. The reduction in mean level appears to have been a change in the longer term parking. Drivers have found somewhere else locally to park or gone to another shopping centre.

3.5 It is more meaningful if an estimate is made of the average daily figures for the maximum and minimum months. For simplicity the monthly data has been divided by 25 .

**Table 2. Average Number of Tickets per Day (Maximum Month)**

	<2hrs	<3hrs	<4hrs	>4hrs
2012/2013	180.8	26.1	15	4.7
2013/2014	174	15	10.1	4.7

**Table 3. Average Number of Tickets per Day (Minimum Month)**

	<2hrs	<3hrs	<4hrs	>4hrs
2012/2013	114	8.3	3.9	2
2013/2014	80.4	3.8	2.7	1.6

3.6 The two tables highlight the relatively small number of users of the car park who purchase tickets for more than two hours. There would appear to be just a handful that park for more than 4 hours. The number that park for less than 2 hours confirms the responses from the shopping survey that in general visitors to the shopping centre stay for a relatively short time.

3.7 A comparison of the data for the two years supports the conclusion that there was a change in the habits of drivers between those two years and particularly for those parking between 2 and 4 hours. This may be due to the bank closures or them finding other long term parking sites locally.

4. CONCLUSIONS

4.1 The reduction in income resulting from the free parking concession during December 2013 to March 2014 appears to have been about £543.20.

4.2 Most users of the car park stay for less than two hours.

4.3 During FY2012/2013 and there was a marked change in the use of the car park by those previously purchasing "less than 3 hours" and "less than 4 hours" tickets. A number of possible reasons have been identified but it is not possible to select one particular reason.

APPENDIX A- EXTRACT FROM CBC RECORDS

2012/2013				2013/2014			
<b>DECEMBER</b>	30 mins	£0.00	£ -	<b>DECEMBER</b>	30 mins	£0.00	£ -
<b>DECEMBER</b>	1 hour	£0.70	£ -	<b>DECEMBER</b>	1 hour	£0.70	£ -
<b>DECEMBER</b>	2 hours	£0.70	£ 1,408.00	<b>DECEMBER</b>	2 hours	£0.70	£ 1,296.70
<b>DECEMBER</b>	3 hours	£1.40	£ 291.00	<b>DECEMBER</b>	3 hours	£1.40	£ 291.20
<b>DECEMBER</b>	4 hours	£1.80	£ 175.00	<b>DECEMBER</b>	4 hours	£1.80	£ 180.60
<b>DECEMBER</b>	Over 4 hrs	£4.30	£ 211.00	<b>DECEMBER</b>	Over 4 hrs	£4.30	£ 199.50
<b>DECEMBER</b>	n/a			<b>DECEMBER</b>	n/a		£ -
<b>WORTLEY ROAD</b>			<b>£ 2,085.00</b>	<b>WORTLEY ROAD</b>			<b>£ 1,968.00</b>
<b>JANUARY</b>	30 mins	£0.00	£ -	<b>JANUARY</b>	30 mins	£0.00	£ -
<b>JANUARY</b>	1 hour	£0.70	£ -	<b>JANUARY</b>	1 hour	£0.70	£ -
<b>JANUARY</b>	2 hours	£0.70	£ 1,733.00	<b>JANUARY</b>	2 hours	£0.70	£ 1,539.80
<b>JANUARY</b>	3 hours	£1.40	£ 297.00	<b>JANUARY</b>	3 hours	£1.40	£ 276.60
<b>JANUARY</b>	4 hours	£1.80	£ 248.00	<b>JANUARY</b>	4 hours	£1.80	£ 236.60
<b>JANUARY</b>	Over 4 hrs	£4.30	£ 305.00	<b>JANUARY</b>	Over 4 hrs	£4.30	£ 276.30
<b>JANUARY</b>	n/a			<b>JANUARY</b>	n/a		£ -
<b>WORTLEY ROAD</b>			<b>£ 2,583.00</b>	<b>WORTLEY ROAD</b>			<b>£ 2,329.30</b>
<b>FEBRUARY</b>	30 mins	£0.00	£ -	<b>FEBRUARY</b>	30 mins	£0.00	£ -
<b>FEBRUARY</b>	1 hour	£0.70	£ -	<b>FEBRUARY</b>	1 hour	£0.70	£ -
<b>FEBRUARY</b>	2 hours	£0.70	£ 1,730.00	<b>FEBRUARY</b>	2 hours	£0.70	£ 2,075.00
<b>FEBRUARY</b>	3 hours	£1.40	£ 372.00	<b>FEBRUARY</b>	3 hours	£1.40	£ 266.00
<b>FEBRUARY</b>	4 hours	£1.80	£ 221.00	<b>FEBRUARY</b>	4 hours	£1.80	£ 123.00
<b>FEBRUARY</b>	Over 4 hrs	£4.30	£ 305.00	<b>FEBRUARY</b>	Over 4 hrs	£4.30	£ 171.00
<b>FEBRUARY</b>	n/a			<b>FEBRUARY</b>	n/a		£ -
<b>WORTLEY ROAD</b>			<b>£ 2,628.00</b>	<b>WORTLEY ROAD</b>			<b>£ 2,635.00</b>
<b>MARCH</b>	30 mins	£0.00	£ -	<b>MARCH</b>	30 mins	£0.00	£ -
<b>MARCH</b>	1 hour	£0.70	£ -	<b>MARCH</b>	1 hour	£0.70	£ -
<b>MARCH</b>	2 hours	£0.70	£ 2,205.00	<b>MARCH</b>	2 hours	£0.70	£ 2,122.00
<b>MARCH</b>	3 hours	£1.40	£ 477.00	<b>MARCH</b>	3 hours	£1.40	£ 456.40
<b>MARCH</b>	4 hours	£1.80	£ 313.00	<b>MARCH</b>	4 hours	£1.80	£ 298.20
<b>MARCH</b>	Over 4 hrs	£4.30	£ 439.00	<b>MARCH</b>	Over 4 hrs	£4.30	£ 378.60
<b>MARCH</b>	n/a			<b>MARCH</b>	n/a		£ -
			<b>£ 3,434.00</b>				<b>£ 3,255.20</b>