

**Report to:** Joint Committee, Parking Partnership

**Date:** 4 October 2012

**Subject:** Harwich Quay Pay & Display Area

**Author:** Richard Walker, NE Parking Partnership

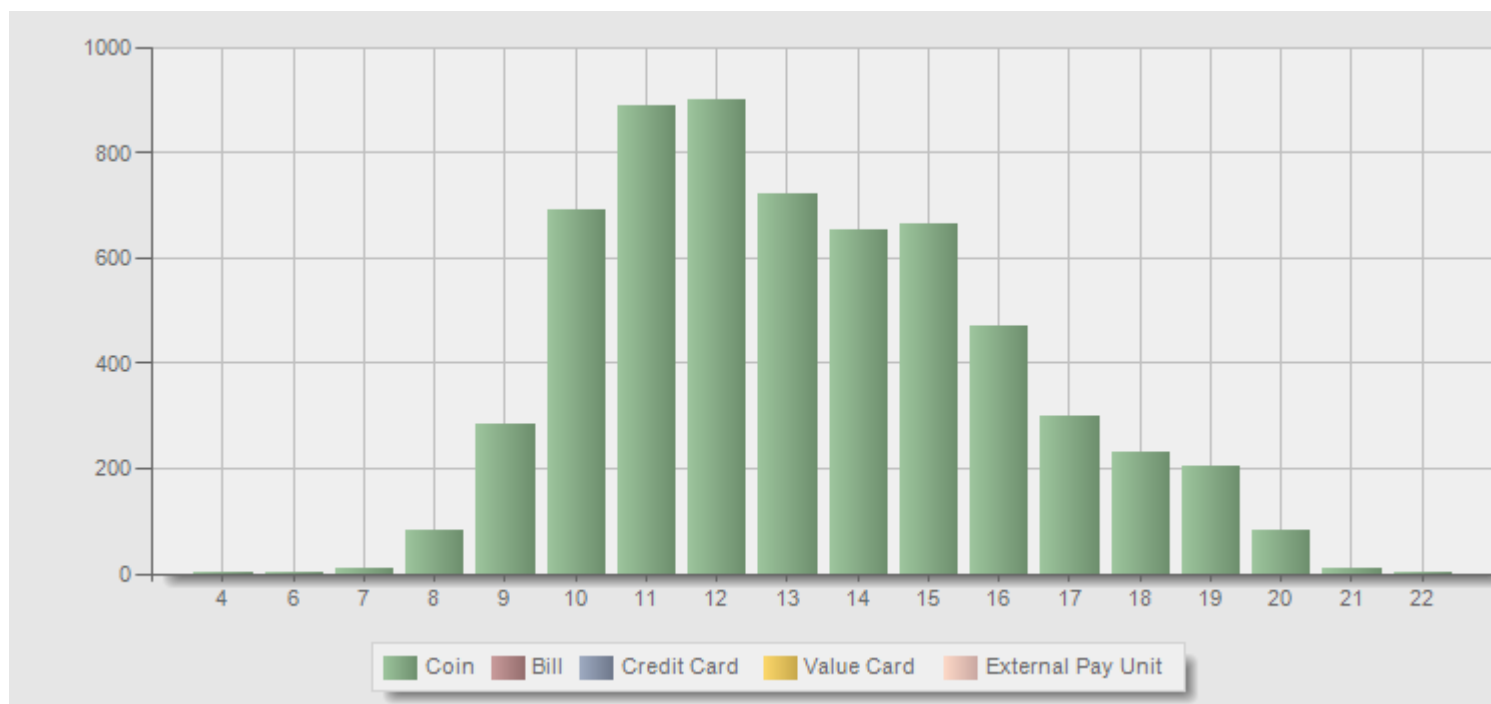
**Presented by:** Richard Walker, Group Manager, NE Parking Partnership

## **1. Introduction and Purpose of Report**

- 1.1 This report is about the on-street parking area at Harwich Quay.
- 1.2 A report was brought to the last meeting on the same subject, and Harwich Town Council has raised the matter again.
- 1.3 The Committee is requested to look again at the issue of Harwich Quay by Harwich Town Council, having raised the questions in the letter attached as an Appendix.
- 1.4 At the previous meeting, the Committee voted not to pursue the requested concession at this location.

## **2. Questions and Decision**

- 2.1 The figures are drawn from the data recorded at the machine, which is uploaded in to a database and can then be reported on as to the sales of tickets and the total income received. The data was used to estimate an annual income, which was then extrapolated across the year to produce the estimate of £10,000.
- 2.2 Machines have recorded income of £15004.50 for the period 1 April – 28 September 2012, which would reasonably be expected to form a total in excess of £25k in the full year, allowing for seasonality, meaning that the previously-calculated loss of £10k may be an underestimate based on these new figures.
- 2.3 The concession requested is an offer to the motorist that after 3pm, no tariff is payable. This has been made available at the Tendring site as a financial concession, rather than a tariff amendment, and so could be introduced with almost immediate effect (information and signage pending).
- 2.4 The effect of introducing the concession would be to remove all income received after 3pm.
- 2.5 There is no evidence to suggest that the tariff is in any way confusing; drivers are instructed to check the tariff board whenever visiting a parking area, and there have been few penalty charge notices issued (two, since April) for the failure to display a valid ticket in these bays.
- 2.6 The graph overleaf shows that the actual time of purchase of tickets has two peaks, one around noon and the other during the evening:



### Total tickets purchased by time

- 2.7 On-street pay and display areas in other districts are controlled by North Essex Parking Partnership. No other concession is currently operated or proposed.
- 2.8 In addition, there is no statistical support for any suggestion that the imposition of parking charges has kept away visitors – the statistics imply that the usage has remained extremely consistent despite the “free” parking offer in the bays nearby with more tickets in fact having been sold in the subject period August-September than May-June 2012 (at a rate of 1.361 tickets per hour versus 1.359 tickets per hour, on average).

- 2.9 **Members are asked to discuss the revised request to offer a concession, taking the new data into account.**
- 2.10 **Members are asked whether to consider, given the financial situation and request, and to decide whether to offer a concession at the machines at two machines at Harwich Quay, the decision to be communicated to Harwich Town Council.**

Appendix – Letter from Harwich Town Council



# HARWICH TOWN COUNCIL

GUILDHALL,  
CHURCH STREET,  
HARWICH,  
ESSEX. CO12 3DS

CLERK TO THE COUNCIL

Mr Richard Walker  
North Essex Parking Partnership  
PO Box 5575, Town Hall  
Colchester  
Essex  
CO1 1LT

30 July 2012

Dear Mr Walker

## ON-STREET PARKING – THE QUAY, HARWICH

At a meeting of the Town Council on Wednesday 18 July 2012, discussions were had regarding a recent NEPP joint committee meeting at which a concession to allow parking on Harwich Quay was proposed. The proposal, which would see Essex County Council/NEPP harmonise with Tendring District Council's daily period of free parking, in relation to their parking spaces further along The Quay, was narrowly defeated.

It is understood that the estimated potential financial implication to the NEPP in offering this concession would be in the region of 50% of the annual income, at £10k. I have subsequently been instructed to write to you as members wish to challenge this figure and request to know how this sum was arrived at. Members would also ask that that the committee review its decision not to implement the concession, at its next meeting.

I very much look forward to your response so that I may report back to Council before the next meeting, which is scheduled for 29 August.

Yours sincerely

Mrs Lucy Ballard  
Clerk to the Council

CC: Ian Taylor, Tendring District Council  
Rt Hon. Bernard Jenkin, MP

