Review of Car Park Tariffs and Season Tickets

Technical Report

October 2023

Contents

1 Introduction

The comprehensive parking study carried out by Parking Matters Ltd (PML) in 2022 for Uttlesford District Council (UDC) proposed an action plan to improve vehicle parking in the district. A key early action was to review the car park tariffs and season tickets across the district to align them with the current commuting and retail environment within Uttlesford.

Tariffs are a powerful tool for managing finite parking resources and influencing driver behaviour, for example to encourage higher turnover of parking spaces to support access to town centres. Unlike a private provider, local authorities must balance a range of policy objectives when setting tariffs and must consider the justification for parking management. The Road Traffic Management Act 1984 S.22 sets a duty: *"to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking on and off the highway…".*

This note sets out the technical work undertaken by PML to advise the Council on tariffs and season tickets. We recognise that there will be various opinions on the exact structure, tariff level, and type of restriction. This work reflects our experience of working within, and advising, public and private sector operators across the country over many years.

The ultimate decision for tariffs and policies rests with UDC as the elected body for the district.

Background information on car parking charges and the towns in the district can be found in the 2022 Review.

1.1 Methodology

The Methodology is designed to provide cost-effective advice utilising PML's recent experience across the country. It follows the process below:

1. Data Collection - building on the work undertaken in 2022.
2. Benchmarking and Comparative Analysis – using nearby towns and those in the wider area with similar characteristics as comparators, updating and supplementing the work carried out 2022.
3. Income modelling - using proven modelling tools to model income based on different scenarios, including evening and Sunday charging modelled separately.
4. Policy justification and recommendations - using our experience of carrying out tariff reviews and making recommendations in line with the Council's wider policy objectives (including making the case for change, setting out our recommendations for new tariffs and explaining our thinking).

Data utilised is set out below:

- Updated income by tariff band by site for pay-by-phone / card payment.
- Cash collection by site
- Updated financial records of income by site
- Season ticket data (number of ticket holders and prices)
- Update of 2021 surveys with simple beat counts, evening surveys (21:00 – 23:00) and Sunday surveys.

This technical note sets out a summary of the work undertaken alongside:

- Consideration of non-charge parking sites
- Balance of short/long term parking between sites
- Season ticket structure, discounts, and pricing review
- Impact of extending evening and introducing Sunday charging
- Tariff benchmarking with reference to nearby and comparable towns
- Recommended tariffs and structure by site

- Appendix: information and tariff tables for insertion into the Off-Street Parking Places Order.

2 Current Tariffs

The tariff levels were last increased in 2015, and in 2017 the charging hours at the car parks were reduced from 0800 to 1800 to 0800 to 1700. The charges for the Council's car parks in Great Dunmow (GD), Saffron Walden (SW) and Stansted Mountfitchet (SM) are shown in Figure 1 below.

Figure 1. UDC Parking Charges

Up to (hours)	1/2	1	2	3	4	5	6	9
GD - Angel Lane	£0.40	£0.60		£1.20				
GD - Chequer's Lane	£0.40	£0.60		£1.20				
GD - New Street	£0.40	£0.60		£1.20				
GD - White Street	£0.40	£0.60		£1.20	£2.00	£2.40		£3.50
SW - Fairycroft	£0.50	£0.70	£1.20	£2.00				
SW - Rose & Crown	£0.50	£0.70	£1.20					
SW - Swan Meadow		£0.70	£1.20		£2.00		£2.50	£3.50
SW - Swan Meadow Coach						£3.00		£6.00
SW - The Common	£0.50	£0.70	£1.20	£2.00				
SM - Crafton Green	£0.40	£0.60		£1.20				£3.00
SM - Lower Street	£0.40	£0.60	£1.00	£1.20	£2.00		£2.40	£4.70

3 Strategic Context for a Tariff Review

At a time when local authority budgets are constrained, it is increasingly important that parking services generate income to support the Council and protect services overall, whilst ensuring that parking supply continues to support local businesses and communities. Implementing a reasonable charging policy can help meet these objectives. Charges in Uttlesford have not increased for 8 years, whilst the cost of operating car parks has increased each year due to inflation, thus increasing the pressure on the Council's finances. It can be argued that parking charges should be subject to regular/annual inflationary reviews to ensure that parking revenue surpluses are maintained in real terms to help fund the operation of the service and to allow investment in repairs and improvements to the parking estate and surroundings. In future, we would recommend that tariffs are reviewed at least bi-annually. This will allow the Council to monitor the impact of future changes on parking behaviour and to amend tariffs according to economic and policy objectives.

As a guide, if the Council had increased current parking tariffs in line with the retail price index since the last increase in 2015 this would have resulted in the revised tariffs shown in Figure 2 below (rounded up to the nearest 10p).

Figure 2. Indicative Impact of Inflationary Rises to Current Tariff Structures (Since Last Increase in 2015)

Up to (hours)	1/2	1	2	3	4	5	6	9
GD - Angel Lane	£0.60	£0.90		£1.80				
GD - Chequer's Lane	£0.60	£0.90		£1.80				
GD - New Street	£0.60	£0.90		£1.80				
GD - White Street	£0.60	£0.90		£1.80	£3.00	£3.60		£5.20
SW - Fairycroft	£0.80	£1.10	£1.80	£3.00				
SW - Rose & Crown	£0.80	£1.10	£1.80					
SW - Swan Meadow		£1.10	£1.80		£3.00		£3.70	£5.20

SW - Swan Meadow Coach						£4.40		£8.80
SW - The Common	£0.80	£1.10	£1.80	£3.00				
SM - Crafton Green	£0.60	£0.90		£1.80				£4.40
SM - Lower Street	£0.60	£0.90	£1.50	£1.80	£3.00		£3.60	£6.90

Based on available 2023 car park usage profiles, this revised tariff structure would have increased revenues by c.£320k in 2022/23 (c.37%). However, this approach to reviewing charges would not necessarily reflect the existing local offer and parking demand within each town, and consequently could negatively impact vitality. The following sections provide further analysis on the impact of parking tariff increases, summarise the findings of recently conducted usage surveys and present a benchmarking exercise comparing parking charges at comparable towns.

4 The Impact of Parking Charges on Town Centre Footfall

Car park charging is often perceived, particularly amongst businesses, as being a key determinant for changes in footfall levels in town and city centres. Over three-quarters of the business owners/workers interviewed for research in 2015, (‘Assessing the impact of car parking charges on town centre footfall, (Welsh Government Report), Welsh Government, 2015’, suggested that car parking options have an impact on the number of people coming into the town centre and therefore on their custom.

Beyond the anecdotal though, there is little published evidence linking changes in car park charges to changes in town centre footfall. However, most research generally concludes that visitors feel the general availability of spaces to be more important than cost in their overall decision about visiting. This is understandable as parking provision is only useful if customers can utilise appropriate parking at the right locations to suit their needs. Primarily, customers value the certainty of being able to park when and where they want to, and convenience is a quality for which most people are willing to pay.

A report by the Association of Town & City Management, British Parking Association, Parking Data & Research International and Springboard Research Ltd, ‘Re-Think! Parking in the High Street’[1], outlines research into the impact of the number of spaces and the cost of parking for the first two hours on the prosperity of town centres. A two-hour duration was chosen to separate shopping trips from commuter trips. The study did not consider any other factors relating to car parking that could have an impact on the performance of town centres, such as the location of parking and the quality of the space.

The Re-Think! report found that whilst there is a link between the quantity of parking and footfall, it suggested that the level of provision in town centres is generally equates to footfall levels rather than that increasing available parking would increase footfall. It also concluded that the relationship between the cost of parking and footfall is less clear. Business owners believe that as costs increase, footfall decreases. But as shown below, the towns/cities with the highest footfall generally have higher than average parking charges.

[1] Springboard. 2013. Re-Think! Parking on the High Street report. http://www.britishparking.co.uk/write/Documents/Re-thinking_Car_Parking.pdf

Figure 3: Source, Springboard Research Ltd and Parking Data & Research International

Whilst towns with lower footfall generally charge less for parking this does not suggest that raising parking charges will increase or decrease footfall but rather implies that the cost of parking in the town centre is a lower priority when deciding on a destination than other factors. This is further evidenced when comparing the quality of the offer with footfall; simply, as the quality of the offer improves footfall increases.

The study does appear to find a link between a reduction in footfall in towns that charge more than the national average for the quality of their offer. However, there are so many other variables, including the priorities of authorities in setting their charging regime, that it is difficult to draw any conclusions from this aspect of the research.

In-depth research at the Department of Urban Transport Economics, Erasmus University of Rotterdam shows no statistical correlation between footfall and parking charges:

"Visitors to town centres suggested that car park charges do impact behaviour, but the general availability of spaces is felt to be more important than cost in their overall decision about visiting. Traffic flow and parking signage have as much, if not greater, an effect on their decision to visit the town centre, how long they spend there, and how much money they spend."- Association of Town & City Management

This view is further supported by a 2012 London Council's Report on the relevance of parking to the success of urban centres[2]. Whilst London specific, the report supports the view that whilst research is scant, most of the evidence suggests the link between pricing and vitality of high streets generally correlated towards higher value destinations having higher tariffs and that if anything, traffic levels are frequently cited by shoppers as detrimental to the experience of town centre shopping.

The relationship between parking and local economies is complex, as suggested by research conducted for the Renaissance Market Towns Programme. The report concluded that:

"People are drawn to towns, or away from them by other factors, such as place of work and the quality of the shopping facilities and public spaces. Therefore, a town with good shopping facilities and some parking problems will continue to attract shoppers, despite the poor parking, whilst a town with ample, good parking but a limited shopping facilities will not attract shoppers" -Renaissance Market Towns Programme, 2007

Other than in private car parks (e.g. NCP), councils control the availability, duration and cost of car parking. In two-tier systems, Districts generally have more control over off-street parking than any other aspect of transport policy and management[3].

Re-Think! discusses the need to look at the 'value' of a space as opposed to simply the 'cost.' Drivers expect to pay more in the centre of a town (with a diverse range of services and cultural attractions) than in an out of town location (a purely shopping and eating offer in most retail parks).

Nevertheless, parking charges may deter some convenience retail customers if parking costs represent a much larger proportion of retail spend. However, fair charges can help ensure that parking spaces frequently turn over, thereby increasing overall footfall. The successful management and enforcement of car parks comes at a financial cost that needs to be funded to be sustainable, usually by charging for parking. No parking provision is free as costs have to be funded, even if not by the motorist. For example, at out of town retail parks where free parking is often quoted as a major attraction, the parking management costs are paid for by retail tenants via lease service charges.

Tariffs should be continually reviewed to ensure UDC's car parks meet the differing needs of the communities in each of its settlements and surrounding areas and support the local economy by optimising their efficient use, whilst also contributing to the Uttlesford Climate Crisis Strategy by encouraging a switch to low or zero emission vehicles and modal shift to more sustainable forms of transport.

It is essential therefore that data is collected to identify the impact of tariff changes on the vitality of the town centres. The ability to collect and analyse data will allow the Council to make positive interventions as required.

4.1 Elasticity of Demand for Parking

It is generally accepted that, apart from being in a monopoly, raising prices for any goods or services will reduce demand. Parking is no different, however, the elasticity of demand for parking is strongly influenced by the economic characteristics of an area, space availability and the availability of alternatives including other destinations, competitor parking and transport services.

As car park tariffs in the district have not been reviewed since 2015, there is no recent car park trading data to assess the impact of tariff change/demand elasticity. There is general research quoted on the 'konsult' website hosted by the Institute for Transport Studies at the University of Leeds. This research quotes figures for price elasticity of demand for parking activity with respect to parking charges as being in the range -0.1 to -0.4 (Feeney, 1989: Pratt, 1999). This means that a 10% increase in parking charges will result in a 1% to 4% reduction in parking activity.

[2] London Councils. November 2012. Relevance of Parking to the Success of Urban Centres http://www.londoncouncils.gov.uk/services/parking-services/parking-and-traffic/parking-information-professionals/review-relevance

5 Data Collection

UDC provided a full suite of data to PML for transactions and season ticket holders. We have updated the usage data (derived from 2022 beat surveys) to confirm the average occupancy on a typical weekday using updated car park usage surveys as below.

5.1 Updated car park usage surveys

The table in Figure 4 shows and compares the results of the car park usage surveys undertaken in May 2022 and updated in September 2023, in hourly 'beats' between 08:00 and 21:00 on a neutral weekday.

The 2022 Swan Meadow survey data was incomplete because of problems that arose on the day. The 2022 data has therefore been estimated from an additional specific survey undertaken in October 2023 and moderated based on the variances at The Common and Fairycroft car parks.

Although it is important not to over analyse two 'snapshots' in time, the main observations are:

- A slight increase in occupancy between the two years
- An increase in the maximum occupancy in most car parks (column 'max')
- The 'change' column shows the increase in the maximum occupancy recorded as a whole number
- A significant increase in the number of vehicles parked in Fairycroft and Lower Street long stay specifically.
- Occupancy of Lower Street long stays is likely a result of a return to commuting from the station; national data suggest rail use is now close to pre-pandemic levels[4].
- The reason for the increase at Fairycroft is less clear, however it may be that Waitrose shoppers who had their shopping delivered during and immediately post the Covid pandemic, are now increasingly returning to shopping in-store.

[4] https://www.gov.uk/government/statistics/transport-use-during-the-coronavirus-covid-19-pandemic/domestic-transport-usage-by-mode

Figure 4. Car Park Usage Surveys 2022 and 2023

Year	Town	Site	Capacity	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	MAX	MIN	Change
2022	Great Dunmow	Angel Lane	31	71%	58%	42%	58%	71%	90%	68%	74%	77%	77%	58%	39%	26%	23%	90%	23%	
2023	Great Dunmow	Angel Lane	31	52%	58%	58%	71%	77%	94%	90%	90%	94%	71%	45%	32%	19%	10%	94%	10%	1
2022	Great Dunmow	Chequers Lane	67	82%	81%	58%	67%	72%	55%	61%	63%	55%	58%	67%	46%	39%	33%	82%	33%	
2023	Great Dunmow	Chequers Lane	67	73%	82%	81%	88%	85%	79%	73%	85%	73%	70%	57%	43%	30%	19%	88%	19%	4
2022	Great Dunmow	New Street	11	55%	73%	73%	73%	82%	82%	73%	100%	91%	64%	82%	73%	64%	18%	100%	18%	
2023	Great Dunmow	New Street	11	45%	82%	82%	91%	82%	82%	82%	91%	91%	82%	82%	36%	27%	27%	91%	27%	1
2022	Great Dunmow	White Street	172	72%	80%	87%	91%	97%	90%	81%	84%	83%	69%	60%	51%	41%	30%	97%	30%	
2023	Great Dunmow	White Street	172	63%	75%	89%	94%	98%	97%	94%	92%	94%	86%	77%	67%	34%	22%	98%	22%	1

Year	Town	Site	Cap.	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	MAX	MIN	Change
2022	Saffron Walden	Catons Lane	53	74%	77%	79%	79%	70%	75%	75%	70%	83%	77%	60%	49%	21%	23%	83%	21%	
2023	Saffron Walden	Catons Lane	53	60%	79%	91%	91%	98%	100%	102%	102%	91%	87%	77%	51%	36%	34%	102%	34%	10
2022	Saffron Walden	Debden Rd N	8	88%	113%	113%	113%	125%	100%	88%	100%	113%	100%	88%	113%	63%	50%	125%	50%	
2023	Saffron Walden	Debden Rd N	8	100%	100%	125%	113%	125%	113%	113%	113%	113%	88%	75%	100%	50%	63%	125%	50%	0
2022	Saffron Walden	Debden Rd S	8	75%	88%	100%	113%	113%	125%	125%	113%	100%	100%	113%	75%	50%	50%	125%	50%	
2023	Saffron Walden	Debden Rd S	8	75%	75%	100%	100%	100%	100%	113%	113%	113%	75%	113%	113%	63%	63%	113%	63%	-1
2022	Saffron Walden	Fairycroft	294	45%	54%	59%	63%	66%	73%	77%	79%	76%	81%	77%	70%	52%	36%	81%	36%	
2023	Saffron Walden	Fairycroft	294	38%	49%	62%	69%	73%	81%	90%	83%	94%	83%	72%	56%	47%	33%	94%	33%	36
2022	Saffron Walden	Rose & Crown	27	59%	67%	70%	74%	74%	70%	74%	81%	67%	59%	67%	67%	44%	30%	81%	30%	
2023	Saffron Walden	Rose & Crown	27	26%	56%	56%	78%	93%	89%	93%	96%	89%	81%	93%	89%	93%	52%	96%	26%	4
2023	Saffron Walden	Swan Meadow - General	394	27%	36%	43%	63%	78%	77%	73%	68%	49%	32%	30%	22%	15%	3%	78%	3%	
2023	Saffron Walden	Swan Meadow - General	394	30%	39%	44%	67%	82%	78%	75%	67%	47%	34%	31%	24%	16%	4%	82%	4%	14
2022	Saffron Walden	The Common	109	43%	50%	63%	66%	72%	81%	83%	72%	62%	50%	45%	32%	35%	0%	83%	0%	
2023	Saffron Walden	The Common	109	53%	63%	72%	82%	94%	98%	96%	93%	87%	93%	82%	72%	63%	0%	98%	0%	16

Year	Town	Site	Cap.	08:00	09:00	10:00	11:00	12:00	13:00	14:00	15:00	16:00	17:00	18:00	19:00	20:00	21:00	MAX	MIN	Change
2022	Stansted M.	Crafton Green	52	79%	81%	83%	79%	79%	75%	85%	87%	92%	75%	79%	50%	37%	27%	92%	27%	
2023	Stansted M.	Crafton Green	52	62%	63%	67%	85%	87%	81%	88%	87%	88%	62%	56%	42%	33%	35%	88%	33%	-2
2022	Stansted M.	Lower St -Castle P&D east	9	56%	89%	89%	89%	78%	67%	89%	89%	89%	89%	44%	78%	33%	22%	89%	22%	
2023	Stansted M.	Lower St -Castle P&D east	9	44%	78%	100%	100%	100%	100%	100%	100%	100%	78%	67%	78%	56%	33%	100%	33%	1
2022	Stansted M.	Lower St - Coach Parking	6	0%	0%	0%	17%	0%	50%	33%	17%	0%	17%	0%	0%	0%	0%	50%	0%	
2023	Stansted M.	Lower St - Coach Parking	6	0%	0%	33%	33%	17%	33%	33%	17%	17%	0%	0%	0%	0%	0%	33%	0%	-1
2022	Stansted M.	Lower St - Long Stay east	66	14%	18%	17%	21%	20%	18%	18%	18%	17%	18%	20%	14%	12%	12%	21%	12%	
2023	Stansted M.	Lower St - Long Stay east	66	23%	36%	39%	48%	64%	68%	73%	67%	64%	53%	48%	36%	27%	23%	73%	23%	34
2022	Stansted M.	Lower St - Long Stay west	31	71%	74%	71%	74%	77%	61%	71%	74%	87%	71%	61%	58%	39%	23%	87%	23%	
2023	Stansted M.	Lower St - Long Stay west	31	77%	81%	84%	90%	90%	94%	94%	94%	97%	90%	77%	71%	58%	45%	97%	45%	3
2022	Stansted M.	Lower St - Short Stay	28	54%	64%	43%	64%	68%	75%	57%	54%	68%	43%	29%	21%	21%	18%	75%	18%	
2023	Stansted M.	Lower St - Short Stay	28	50%	68%	64%	68%	86%	86%	93%	86%	86%	89%	79%	82%	57%	43%	93%	43%	5

6 Benchmarking of Current Tariffs - Update

The 2022 Study compared tariffs between UDC towns and other towns across the county and concluded that whilst there was wide variation in short stay tariffs (which reflects the differences between the local market and the 'offer' of the town centre), tariffs are lower in the district than most comparable towns. Only Royston, which has a poorer retail offer than Saffron Walden, and Great Malvern which sits in a very rural area have cheaper tariffs. Of the more direct comparators of Hitchin and Bishops Stortford, UDC tariffs appear to be good value.

Long stay tariffs were also low compared with most comparators. Whilst the number of car park users paying for stays of 9 hours or more is relatively low, they will still impact on the turnover of spaces and therefore the availability of bays for shorter term visitors.

We have updated the benchmarking to consider some additional towns, the results are shown below in Figures 5-9.

Saffron Walden, as an appealing and historic destination with a number of attractions, is most comparable to Hitchin and Bury St Edmunds. Although smaller, we consider Great Dunmow more comparable to Haverhill, Royston and Bishops Stortford with a similar retail offer and rural hinterland. Stansted Mountfitchet shares some characteristics with Newmarket and Bishops Stortford, but tariffs in Lower Street should also reflect the availability of the railway station with direct links to London and Cambridge.

Figure 5. Short Stay tariff comparisons

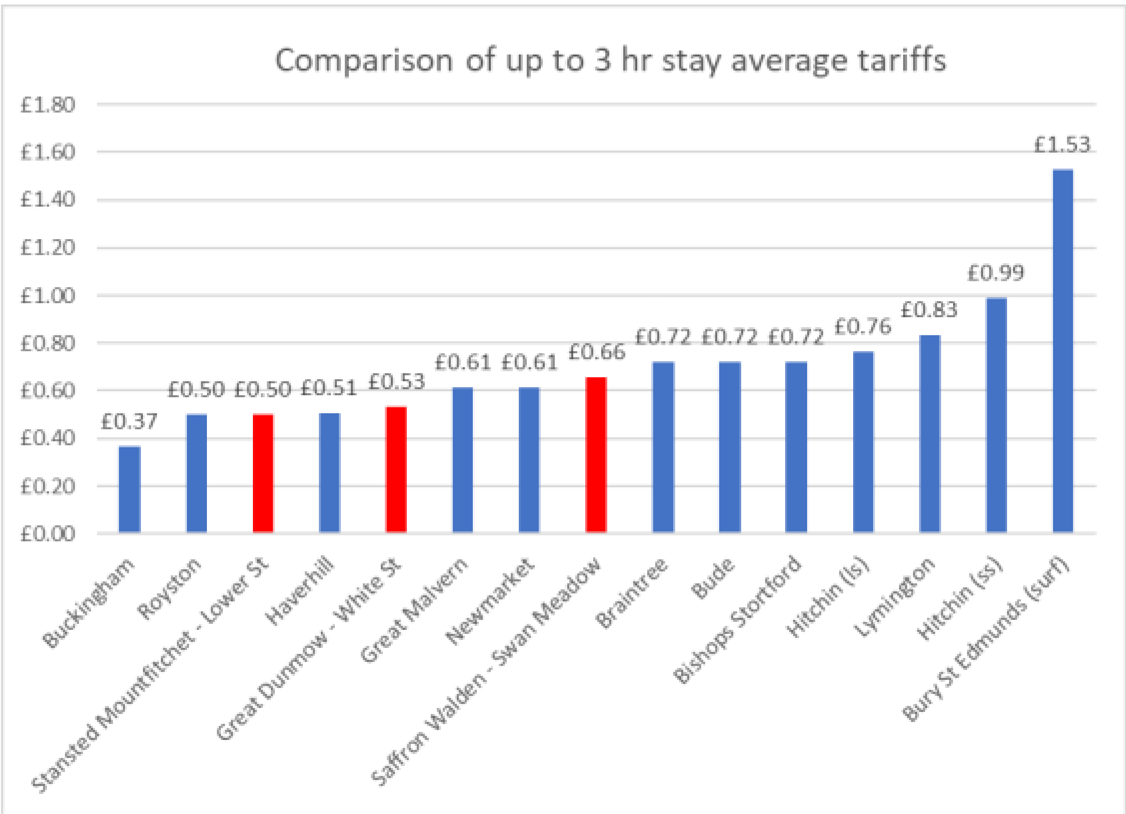
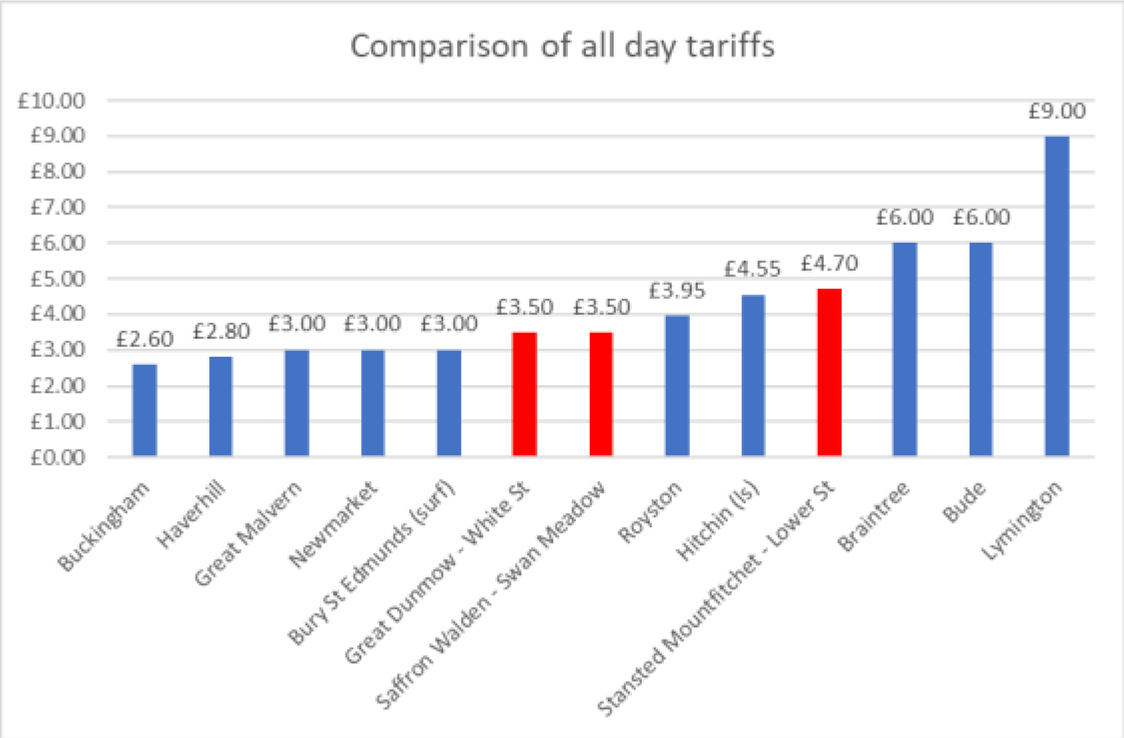
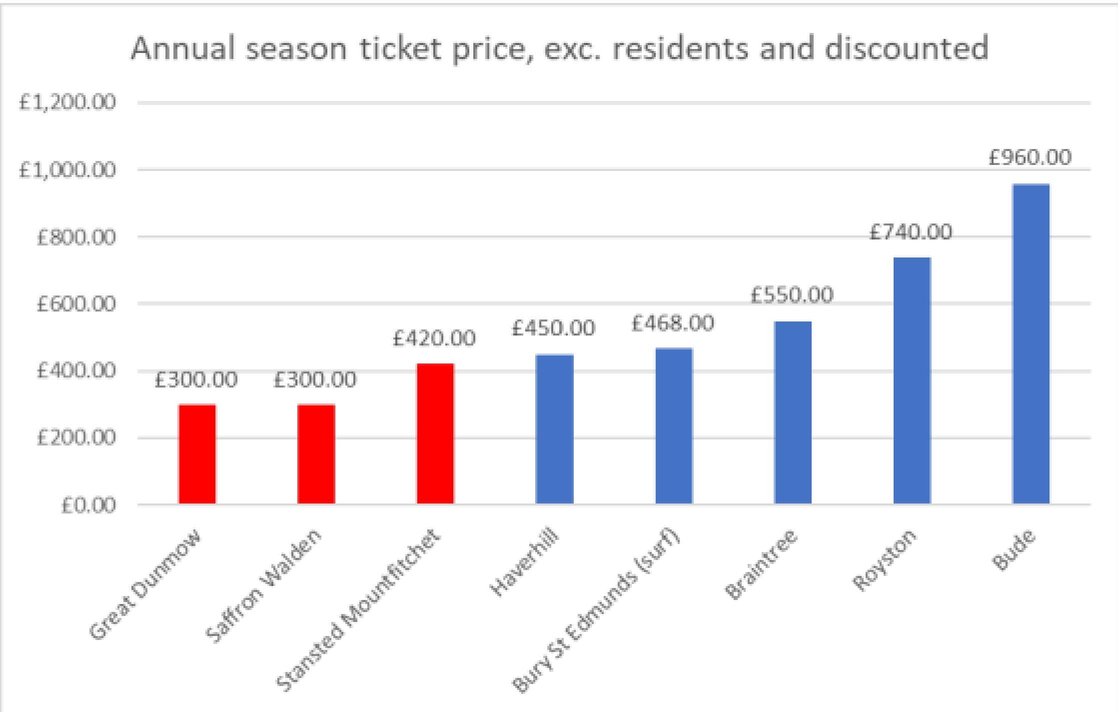


Figure 6. Longer stay tariffs comparison



Note: Lower Street, White St and Swan Meadow used in UDC. There is a £3.00 a day offered in Crafton Green, Stansted Mountfitchet.

Figure 7. Annual season ticket price comparison



It should also be noted that most season tickets sold in the district are discounted. In Lower Street for example, between April 22-March 23, 10 full price seasons were sold compared to 31 locally employed and 21 residents' tickets, with the latter two categories representing 84% of season tickets but only 70% of revenue (see section 6.3).

Figure 8. Shorter Stay Tariffs

Town	1 Hr	2 Hrs	3 Hrs	4 Hrs	3 Hrs Av.
Buckingham	£0.60	£0.60	£0.60	£0.60	£0.37
Royston	£0.70	£0.70	£1.35	£1.35	£0.50
Stansted Mountfitchet - Lower St	£0.60	£1.00	£1.20	£2.00	£0.50
Haverhill	£0.70	£0.70	£1.40	£2.10	£0.51
Great Dunmow - White Street	£0.60	£1.20	£1.20	£2.00	£0.53
Great Malvern	£1.00	£1.00	£1.00	£2.00	£0.61
Newmarket	£1.00	£1.00	£1.00	£1.50	£0.61
Saffron Walden - Swan Meadow	£0.70	£1.20	£2.00	£2.00	£0.66
Bishops Stortford	£1.00	£1.00	£2.00	£2.60	£0.72
Bude	£1.00	£1.00	£2.00	£3.00	£0.72
Braintree	£1.00	£1.00	£2.00	£2.00	£0.72
Hitchin (long stay)	£1.25	£1.25	£1.25	£2.30	£0.76
Lymington	£1.00	£1.00	£3.00	£5.00	£0.83
Hitchin (short stay)	£1.40	£1.40	£2.60	£4.15	£0.99
Bury St Edmunds (surface)	£2.50	£2.50	£2.50	£2.50	£1.53

Green shading represents cheapest and red the most expensive.

Figure 9. Sunday and Evenings and season tickets (where offered)

	All Day	Sunday - All day	Evenings 6pm>	Season ticket price (p.a.)	Eqivalent 5 day daily rate	Discount
Bishops Stortford	MAX	£1.50	£0.00	N/A	N/A	N/A
Braintree	£6.00	£0.10	£0.50	£550.00	£2.29	62%
Buckingham	£2.60	£0.00	£0.00	N/A	N/A	N/A
Bury St Edmunds (surface)	£3.00	£0.00	£1.00	£468.00	£1.95	35%
Great Malvern	£3.00	£3.00	£1.50	N/A	N/A	N/A
Haverhill	£2.80	£2.80	£0.00	£450.00	£1.88	33%
Hitchin (short stay)	MAX	£0.00	£0.00	N/A	N/A	N/A
Lymington	£9.00	£9.00	£0.00	N/A	N/A	N/A
Newmarket	£3.00	£3.00	£0.00	N/A	N/A	N/A
Bude	£6.00	£6.00	£0.00	£510.00	£2.13	65%
Hitchin (long stay)	£4.55	£0.00	£0.00	£399.00	£1.66	63%
Royston	£3.95	£0.00	£0.00	£399.00	£1.66	58%
Great Dunmow - White Street	£3.50	£0.00	£0.00	£300.00	£1.25	64%
Stansted Mountfitchet - Lower St - (Locally Employed)	£4.70	£0.00	£0.00	£250.00	£1.04	78%
Stansted Mountfitchet - Lower St	£4.70	£0.00	£0.00	£420.00	£1.75	63%
Saffron Walden - Swan Meadow	£3.50	£0.00	£0.00	£300.00	£1.25	64%

6.1 Short and Long Stay Charges

Existing tariffs are towards the lower end of the benchmarked locations. In addition, only a minority of councils offer 30 minutes parking at a discount on the 1 hour rate and the majority of councils charge between 0800 and 1800 Monday to Saturday as a minimum.

As well as being very difficult to enforce and possibly reducing dwell time, half hourly rates are also costly to the Council when the user is paying by app or card due to transaction costs at 16p per transaction (see Section 6.2 below). However, where the town centre offer is more focussed on convenience shopping than comparison retail or leisure, half hourly rates may still be justified because they will help to raise compliance levels and help UDC to cover the cost of each car park operation if they attract additional visitors.

6.2 Payment by Phone/App Convenience Fees

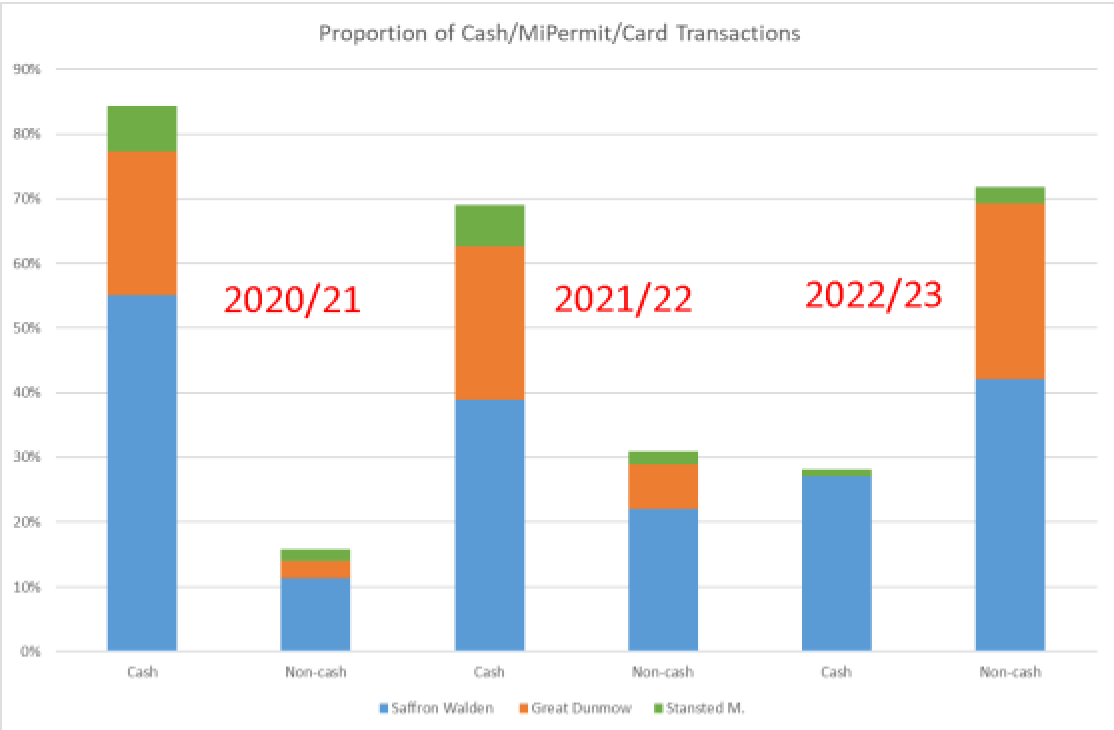
Payment by phone/app is a convenient and popular way to pay for parking but payment providers charge a convenience fee to cover their administration costs. These costs include items such as setting up and maintaining the app, customer support, and fraud prevention. UDC currently pays a 10p per transaction convenience fee. The majority of councils pass this cost onto service users. Colchester Council this year started to pass on these costs due to financial pressures and rising costs, but the convenience fee does not apply to all parking payments - only to payments made via the phone app.

When considered together, VAT, the convenience fee of 10p per MiPermit transaction, and an average of 16p per debit/credit card transactions represent a significant proportion of the tariff.

The convenience fee represents a higher proportion of the value of shorter stay parking transactions, and it is therefore recommended that UDC passes on this cost to users who benefit from the flexibility of the service, including the ability to extend their parking stays via the app.

Card transactions fees can be passed on, but without an option to pay by cash, this is likely to be viewed negatively by customers. The increase in tariffs must however cover these costs.

Figure 10. Proportion as % of transactions over recent years



The convenience fee must be set as a separate provision in the Parking Order allowing the Council to pass this on within an appended schedule. Notice of this fee could be mentioned on parking information boards.

6.3 Season Tickets

At present the Council offers an array of season ticket products including resident tickets, standard season tickets and discounted tickets for those users who are employed in the town. On-street resident parking permits in the district currently cost £78 per annum for the first permit and £117 for additional permits.

In Saffron Walden permit holders who cannot find an on-street bay are able to park on the Council's Swan Meadow car park at no extra cost. UDC's resident season tickets are significantly cheaper than on-street permits at £35 per annum (inc. VAT) in Lower Street in Stansted Mountfitchet, and £70 in Swan Meadow in Saffron Walden.

Figure 11. Season tickets on offer in Uttlesford (excluding specific arrangements around residents parking)

	Season Tickets			
	1 month	3 months	6 months	12 months
Chequers Lane			£175	£300
Crafton Green			£220	£420
Crafton Green (Employed Locally)			£130	£250
Lower Street			£220	£420
Lower Street (Employed Locally)	£30	£90	£130	£250
Lower Street (Resident)				£35
Swan Meadow			£175	£300
Swan Meadow (Employed Locally)	£30	£90	£175	£300
Swan Meadow (Resident)				£70
White Street			£175	£300
White Street (Employed Locally)	£30	£90	£175	£300

Whilst discounted locally employed season tickets are offered in Lower Street and Swan Meadow there would appear to be justification for this approach only in Stansted Mountfitchet due to rail parking demand from commuters who do not work in the town who are prepared to pay a higher rate than local workers.

It would appear the current cost of season tickets is low as shown in *Figure 7. Annual season ticket price* represents a significant discount (in excess of 60%) compared with the daily rates charged at the car parks (calculated at 5 days per week over 48 weeks a year).

We recommend changes in season ticket prices and a reduction in the number of different types of season ticket sold.

6.4 Sunday and Bank Holiday Charging

Free parking is currently available at all Council car parks in the District on Sundays and bank holidays. Since Sunday trading laws were introduced in 1994, activity in town centres on Sundays has increased significantly to an extent that there is little difference from other days of the week other than the 6 hour restriction. Town and city centre activity on bank holidays has also changed with most retailers now trading. As a result most private car park operators and many Councils now charge for the use of town and city centre car parks on Sundays and bank holidays.

The approach to charging during these periods differs by location with normal Monday to Saturday tariffs applying in some places, whereas a fixed rate charge per visit is the preferred approach in others. This might encourage longer dwell times for visitors when commuter parking pressures on parking capacity are much less of an issue than on other trading days. We recommend that a fixed all day rate is charged in Uttlesford to increase dwell times and for simplicity of enforcement.

6.5 Evening Charges

Charges (where applied) at Council car parks are only between 8 a.m. and 5 p.m. Monday to Saturday, however the vast majority of private car park operators charge for parking 24 hours a day. The approaches of councils across the country vary, from adopting a similar approach to UDC, to extending normal charging hours to later in the evening, to imposing different charging structures after a fixed time. Whilst charging policy can be influenced by whether there is sufficient evening activity to justify the costs of managing payment compliance, in most cases in the absence of clear evidence that the implementation of evening parking charges influences visitor behaviour and footfall, the decision is political.

For example, Chichester District Council extended charging hours by 2 hours (from 6 p.m. to 8 p.m.) in two car parks in Chichester in April 2017. Since going live with the change there have been few complaints and there has been no negative impact highlighted by local businesses and cultural venues. Monitoring of neighbouring roads was also undertaken and there were no issues of concern or evidence of parking displacement. The majority of councils, however, still only charge between 08:00 and 18:00 for a number of reasons, including to support smaller evening economies, to reflect on-street parking restriction hours and to minimise enforcement costs.

6.6 Blue Badge Concessions

At present Blue Badge holders can park for free at any UDC car park. The Government’s rights and responsibilities leaflet, issued with a blue badge, states that the purpose of the blue badge is to help a disabled person to park close to their destination, either as a passenger or driver. The leaflet also states that “...the badge is intended for on-street parking only.”

Many disabled people and groups do not understand the rationale for making off-street disabled parking free, i.e., to make spaces available in convenient places. The argument that disabled people tend to be on a low income and therefore should benefit from free parking is criticised by a wide range of organisations and groups who argue that, using the same logic, other low-income groups should also be able to park for free.

Disabled Motoring UK’s (the largest UK charity specialising in the mobility of disabled people) policy position is that Blue Badge holders should be able to park for up to three hours free of charge in off-street car parks. They argue that that the same free parking concession should apply in car parks as it does on-street e.g. three hours’ free parking and when car parks charge it encourages more badge holders to park on the street which is more dangerous and could possibly cause traffic problems.

Some councils do however charge disabled users for example, Plymouth, Newcastle and Exeter. Others such as Cornwall, Rushmoor and the former Borough of Poole limit free parking to automatic Blue Badge holders with most need (automatic qualification is available if holders are receiving certain mobility benefits). Disabled Motoring UK feels this is confusing and unfair as it discriminates against people with equivalent needs who for some reason may not qualify for these benefits.

Examples of other councils’ justifications for charging include tackling abuse and helping to fund services such as Shopmobility.

The current tariff boards state that parking is free to Blue Badge holders only if they are in a designated bay. However, the Parking Order allows for free parking with a valid Blue Badge regardless of whether they are in a bay.

If free Blue Badge parking is retained, we would recommend that that the tariff boards are brought in line with the order; either to allow Blue Badge holders to park in any bay, or only in designated Blue Badge bays for ease of enforcement.

6.7 Motorcycles

Currently, UDC does not charge for motorcycle parking in its off-street car parks. Whilst the vast majority of councils do not charge for parking in designated motorcycle bays, some (e.g. Derbyshire Dales District Council) charge all motorcyclists whether parked in a normal parking bay or in a dedicated motorcycle bay, but other councils charge only where motorcycles are parked in a normal parking bay.

One issue with charging parked motorcycles is the ability to securely display a pay and display ticket on the motorcycle. Using payment by phone solves this issue, however if this is not an option, alternatives used elsewhere include:

- Writing the registration number on the ticket and noting the serial number (e.g. writing it down or taking a photo).
- Taking a photograph of the pay and display ticket on the motorcycle.
- Using or purchasing a permit holder like that formerly used for a tax disc and placing the ticket inside.

As the Council does not have designated motorcycle bays in all its car parks, it is recommended that all motorcycles are charged for parking, promoting the use of payment by phone, however providing alternatives as set above where payment by card is preferred.

6.8 Emissions Based Charges

The need to reduce carbon emissions is a key driver for the UDC in its Climate Crisis Strategy. Phone payment apps could be a practical way of offering reduced tariffs to encourage the use of low emission vehicles. For example, RingGo offers an Emissions Based Parking (EBP) service using vehicle registrations and information from the DVLA, to automatically vary parking tariffs based on the emissions of the vehicle. In Bath (where MiPermit provide cashless parking services), the council recently consulted on the introduction of vehicle emission-based parking charges in council-owned car parks. We recommend that this is put aside until the tariff review and cashless ticketing are in place.

7 Tariff Review Recommendations

The 2022 Study recommended a strategic review of tariffs.

Item	Recommendations	Delivery
Tariffs	Tariffs should be increased to better match similar places and to help manage parking demand. Tariffs should be reviewed at least bi-annually having regard to the impact of previous pricing decisions upon behaviour and availability of spaces.	UDC
Season Tickets	Reduce existing discount levels to help encourage modal shift and ensure that the correct rate is being charged. Offer flexible products to adapt to new working patterns post Covid-19 using MiPermit.	UDC

The following sections set out the specific recommendations for each town.

7.1 Great Dunmow

Relevant sections from the recommendations in the 2022 Study are below:

Item	Recommendations	Delivery
White Street	Trial a removal of the season ticket only area given changes to working patterns in recent years.	UDC

In keeping with the overall strategy, Angel Lane, Chequers Lane and New Street Car Parks should continue to be short stay only, with maximum stays of 3 hours. Longer stays should be concentrated in the larger White Street car park and the tariffs are designed to support this.

Given the convenient nature of the retail in the town centre, we recommend retaining the half hourly period which should support compliance levels, will help UDC to cover costs, and avoid pressure for a half-hour free period.

Based upon inflation and tariff benchmarking we recommend the following tariff changes.

Table 1. Recommended tariffs for Angel Lane, Chequer's Lane and New Street Car Parks

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	N/A	N/A	N/A	3 hrs
Proposed	£0.60	£1.00	N/A	£1.50	N/A	N/A	N/A	3 hrs

Table 2 - Recommended Tariff for White Street Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	£2.00	£2.40	£3.50	N/A
Proposed	£0.60	£1.00	N/A	£1.50	£2.50	£3.00	£4.00	N/A

There is an existing arrangement which allows school drop off and pick up in Chequers Lane. This should be managed via MiPermit, with a permit type established that allows limited parking for an hour either side of the normal school day to support park and walk and to protect residential streets from inconsiderate parking. A nominal fee should be charged to cover administration costs. Given the availability of a half hour tariff and the low price it is reasonable to expect users to pay outside these times.

7.2 Saffron Walden

Relevant sections from the recommendations in the 2022 Study are below. The 2022 Study also considered specific issues in Catons Lane. There are agreements in place that mean that Rose and Crown must have tariffs in line with Fairycroft and the Common.

Item	Recommendations	Delivery
Swan Meadow	Swan Meadow should be the focus for longer-stay parking in the town centre. Re-alignments of coach parks as proposed in the 2021 Buchanan report should be taken forward if demand justifies it. If demand increases, feasibility into increasing supply with a single storey deck should take place. Better links along Park Lane and across to King Steet.	UDC

The wider strategy is to encourage longer stays in Swan Meadow and to prioritise other town centre car parks for short stay to support the town centre's vitality. About 210 residents have the right to use Swan Meadow car park if their resident bays are full. There is no usage data on this, but it is anachronistic, will complicate enforcement and potentially limit capacity. If this provision is retained, it should be managed through MiPermit with a charge no more than the current on-street permit price as off-street parking is less convenient and therefore higher charges are unlikely to encourage demand.

Based upon inflation and tariff benchmarking we recommend the following tariff increases:

Table 3 - Recommended Tariff for Fairycroft Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	£2.00	N/A	N/A	N/A	3 hrs
Proposed	N/A	£1.00	£2.00	£3.00	N/A	N/A	N/A	3 hrs

Table 4 – Recommended Tariff for Rose & Crown Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	N/A	N/A	N/A	N/A	2 hrs
Proposed	N/A	£1.00	£2.00	N/A	N/A	N/A	N/A	2 hrs

Table 5 – Recommended Tariff for Swan Meadow Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	N/A	£0.70	£1.20	N/A	£2.00	£2.50	£3.50	N/A
Proposed	N/A	£1.00	£2.00	N/A	£3.00	£3.50	£4.50	N/A

In addition we recommend increasing the charges for coaches to £6 for 5 hours and £10 for 9 hours (from £3 and £6 respectively).

Table 6 – Recommended Tariff for the Common Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	£2.00	N/A	N/A	N/A	3 hours
Proposed	N/A	£1.00	£2.00	£3.00	N/A	N/A	N/A	3 hours

We recommend the removal of the half hourly tariff in Saffron Walden given the higher order retail offer and difficulties in enforcement over so many sites. A proposed tariff of £1.00 reflects a reasonable starting price point for the town based upon the benchmarking exercise.

Table 7 – Recommended Tariff for the Caton's Lane and London Rd Car Park

Band	<2hr	<4hr	<9 hrs (all day)	Max Stay
Existing	FREE	FREE	FREE	N/A
Proposed	£1.00	£2.00	£3.00	N/A

Caton's Lane car park is currently leased by UDC from Saffron Walden Town Council and whilst parking is currently free, UDC does incur operating costs. This means that UDC are effectively subsidising the car park as they must pay rates and maintain and monitor the site. We recommend that charges are introduced to better manage the site and increase churn.

There is no current data on usage at London Road but given its location outside of the town centre we recommend the same approach as Caton's Lane at least initially. Once charges are in place the situation at both car parks should be monitored.

7.3 Stansted Mountfitchet

Relevant sections from the recommendations in the 2022 Study are below. The 2022 Study considered the specific issues in Lower Street and Crafton Green.

Item	Recommendations	Delivery
Lower Street Car Park	Discuss options with leaseholders for shared residents/NHS/short stay parking which may have win/win impact for residents who will be able to park closer to their homes and make better use of the east end of the facility.	UDC
Crafton Green Car Park	Increase space availability to users of local services and businesses by reducing the existing maximum stay to 3hrs. Commuters and longer stay customers such as hotel guests could be encouraged to use Lower Street.	UDC, PC

The overall strategy was to protect the popular Crafton Green car park for short stays in order to better serve the local shops and services, encouraging longer stays in Lower Street where there is more capacity.

About 55 residents have the right to use Lower Street car park if their resident bays are full. There is no usage data on this, but it is again anachronistic, will complicate enforcement and potentially limit capacity. If this provision is retained, it should apply to the long-stay parking, and be managed through MiPermit with a charge no more than the current on-street permit price as off-street parking is less convenient and therefore higher charges are unlikely to encourage demand.

Based upon inflation and tariff benchmarking we recommend the following tariff increases:

Table 8 - Recommended Tariff for Crafton Green Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	N/A	N/A	£3.00	N/A
Proposed	£0.60	£1.00	£1.50	£2.00	N/A	N/A	N/A	3 hours

Table 9 – Recommended Tariff for Lower Street Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	£1.00	£1.20	£2.00	£2.40	£4.70	N/A
Proposed	£0.60	£1.00	£1.50	£2.00	£2.50	£3.00	£5.00	N/A

In addition, we recommend reviewing the charges for coaches of £6 for 5 hours and £10 for 9 hours (from £6 per visit currently).

7.4 Sunday and Evening Charges

At the present time, we would not recommend the introduction of evening charges as the revenue generated would not be significant and there is a risk that the change will adversely impact the evening economy. However increasing charging hours until 6 p.m. could increase revenue by c.4% based upon our experience of similar locations. If this is implemented, then the 9 hour tariff band will need to be increased to 10 hours to cover the extended charging period.

The introduction of a small flat charge on Sundays and bank holidays (£1.50 for Saffron Walden and £1.00 for Great Dunmow and Stansted Mountfitchet) is unlikely to materially impact vitality but has the potential to increase parking revenues by c.5% to 7.5% based upon our experience of similar locations, in the absence of existing Sunday car park usage data.

Item	Recommendations	Delivery
Charging Hours	Extend charging hours to 6 p.m.	UDC
Sundays and Bank Holidays	Introduce flat charges of £1.50 per visit in Saffron Walden and £1.00 per visit in Great Dunmow and Stansted Mountfitchet	UDC

7.5 Emission Based Charges

Item	Recommendation	Delivery
Emission Based Charges	On future tariff reviews consider introducing higher tariffs for high emission vehicles, subject to reasonable provision of alternative 'cleaner' transport modes.	UDC

7.6 Other Recommendations

In addition, we recommend the following:

Item	Recommendations	Delivery
Convenience Fees	Phone payment app convenience fees should be passed on to service users parking at the Council's car parks to ensure the cost effectiveness of providing this service.	UDC
Motorcycle parking	Charge motorcycles for parking, where possible using payment by phone, but where this is not possible and card payment is used to purchase a ticket, providing information for motorcyclists to ensure that they evidence the purchase of a ticket by: • Writing the registration number on the ticket and noting the serial number (e.g. writing it down or taking a photo). • Taking a photograph of the pay and display ticket on the motorcycle. • Using or purchasing a permit holder like that formerly used for a tax disc and the ticket can be placed inside	UDC

7.7 Season Tickets

Our initial recommendations for pricing are based on the proposed increases in daily tariffs at each car park and are summarised in Table 10. Our approach to the review has been:

- Rationalising the number of season ticket products available
- Increasing the price in line with the proposed increase in daily rates.
- In the case of commuter rates, increasing charges in line with the cost of on-street permits. In addition, on-street permit holders should be encouraged to purchase resident season tickets as part of a phasing out of the existing free parking arrangement with Essex County Council where on-street spaces are unavailable.
- Retaining a local employee discount in Stansted Mountfitchet to ensure that out of town commuters pay a premium to reflect the higher costs of rail station parking.
- Removing the availability of season tickets at Crafton Green and Chequers Lane car parks ensuring that the spaces are kept available for short stay visitors. It is a decision for UDC as to whether they wish to give notice of cancellation to existing users, or to minimise the impact by honouring existing arrangements until they expire.

Table 10 – Season Ticket – Recommended Increases

	Existing				Recommended			
	1 month	3 months	6 months	12 months	1 month	3 months	6 months	12 months
Chequers Lane	N/A	N/A	£175	£300	N/A	N/A	N/A	N/A
Crafton Green	N/A	N/A	£220	£420	N/A	N/A	N/A	N/A
Crafton Green (Employed Locally)	N/A	N/A	£130	£250	N/A	N/A	N/A	N/A
Lower Street	N/A	N/A	£220	£420	N/A	N/A	£450	£775
Lower Street (Employed Locally)	£30	£90	£130	£250	£40	£120	£200	£350
Lower Street (Resident)	N/A	N/A	N/A	£35	N/A	N/A	N/A	£78
Swan Meadow	N/A	N/A	£175	£300	£45	£135	£220	£385
Swan Meadow (Employed Locally)	£30	£90	£175	£300	N/A	N/A	N/A	N/A
Swan Meadow (Resident)	N/A	N/A	N/A	£70	N/A	N/A	N/A	£78
White Street	N/A	N/A	£175	£300	£40	£120	£200	£350
White Street (Employed Locally)	£30	£90	£175	£300	N/A	N/A	N/A	N/A

Based upon existing numbers of season ticket holders, the recommendations will generate an additional c.£20k per annum (exc. VAT).

Our benchmarking analysis showed that the discount against the equivalent daily rate is high at c.80% and it is recommended that it be reduced in phases to c.50% over the next 5 years, with a minimum reduction in the discount of 6% per annum.

Covid-19 has significantly increased flexible working habits, which has impacted on demand for season tickets as workers are now more likely to work from home, at least for a couple of days per week. Season ticket prices will therefore need to adapt to these changing habits which will impact on the cost effectiveness of season tickets that are priced for Monday to Friday use. Suggested new flexible products could include:

Product	Pricing
3 day season ticket – to be paid in advance for a minimum of 4 weeks. This would allow a maximum of 12 day visits to a car park` per 28 day period to be utilised flexibly.	33% discount on usual daily rate and payment administered by pay by phone service.
3 day part time season ticket – to be paid in advance for a minimum of 4 weeks. This would allow up to 5 hours use for a maximum of 12 days in a 28 day period. This would be suitable for part-time employees.	33% discount on 4-6 hour rate.

8 Financial & Decisions Summary

The recommendations above will reset tariffs to a more appropriate level having regard to benchmarking and inflation since the last review. The financial implications are summarised in Table 11 below. These forecasts are estimates only and are based on historic car parking transaction data, forecast elasticity of demand, and experience derived from carrying out similar exercises in other locations.

To arrive at these forecast we have assumed that every 10% increase in parking charge will result in a 1.5% reduction in parking activity (which is towards the lower end of the range referred to earlier in section 4.1) as the recommended charges are considered reasonable and unlikely to materially impact footfall and vitality. In the absence of historic data on elasticity of demand, there will always be some risk attached to this assumption and each additional 0.5% reduction in activity would impact on the forecast by c.£30k per annum (exc. VAT).

It should be noted that the forecast annual revenue impact is gross (exc. VAT) and has been calculated before any deduction for operating costs and other allowances – for example where car parks are subject to revenue share arrangements. If revenue share arrangements do apply (for example at Fairycroft car park in Saffron Walden), the actual revenue impact will be lower, therefore, to assist the Council in forecasting the net impact, we have provided forecast revenues broken down by car park in Table 12.

Table 11 – Forecast Revenue Impact

	Forecast Annual Revenue Impact (Exc. VAT)
Review of Tariffs	£300,000
Season Ticket Review	£20,000
Increase in Charging Hours	£30,000
Sunday/bank holiday charges	£50,000
Convenience fee recharge	£25,000
Total	**£400,000**

Table 12 – Tariff Change Impact by Car Park

	Forecast Tariff Review Impact (Exc. VAT)	
GD - Angel Lane	£	7,874
GD - Chequer's Lane	£	8,086
GD - New Street	£	3,007
GD - White Street	£	28,990
SW - Fairycroft	£	106,830
SW - Rose & Crown	£	10,610
SW - Swan Meadow	£	60,967
SW - The Common	£	61,427
SM - Crafton Green	£	6,911
SM - Lower Street	£	4,867
Total	**£**	**299,568**

A summary of the recommended decisions and tariff recommendations is set out in Sections 8.1 and 8.2 below.

8.1 Decisions Summary

Item	Recommendations / Decisions
Parking Tariffs	Review parking tariffs as per recommendation of the 2022 study to reflect inflation, better manage sites and traffic and deliver the 2022 strategy
Convenience Fees	Phone payment app convenience fees should be passed on to service users parking at the Council's car parks to ensure the cost effectiveness of providing this service through schedule in the Parking Order
Season Tickets	Season Tickets should be simplified, and prices brought in-line with industry norms regarding discount rates and availability
Residents	Consider the large number of residents who can park in Lower Street and Swan Meadows
Discretionary permits	Discretionary permits such as to allow school drop off, if retained, should be managed paperless via MiPermit
Sunday and Bank Holidays	All-day charges should be brought in to reflect modern industry norms with a flat rate to offer value and ease of enforcement
Evening charges	More common charging period across industry is 08:00 – 18:00. UDC decision required
Blue Badge Concessions	Practice varies across the country. The notices, enforcement policy, and parking order should be aligned. UDC to decide whether Blue Badge parking is charged for, and if this applies to BB bays only, or any bay within the car parks
Motorcycle parking	Investigate motorcycle parking usage to assess the impact of introducing parking charges once cashless parking is established, and/or whether dedicated motorcycle parking spaces are possible.

8.2 Summary of Tariff Recommendations

8.2.1 Great Dunmow

Recommended tariffs for Angel Lane, Chequer's Lane and New Street Car Parks

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	N/A	N/A	N/A	3 hrs
Proposed	£0.60	£1.00	N/A	£1.50	N/A	N/A	N/A	3 hrs

Recommended Tariff for White Street Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	£2.00	£2.40	£3.50	N/A
Proposed	£0.60	£1.00	N/A	£1.50	£2.50	£3.00	£4.00	N/A

8.2.2 Saffron Walden

Recommended Tariff for Fairycroft Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	£2.00	N/A	N/A	N/A	3 hrs
Proposed	N/A	£1.00	£2.00	£3.00	N/A	N/A	N/A	3 hrs

Recommended Tariff for Rose & Crown Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	N/A	N/A	N/A	N/A	2 hrs
Proposed	N/A	£1.00	£2.00	N/A	N/A	N/A	N/A	2 hrs

Recommended Tariff for Swan Meadow Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	N/A	£0.70	£1.20	N/A	£2.00	£2.50	£3.50	N/A
Proposed	N/A	£1.00	£2.00	N/A	£3.00	£3.50	£4.50	N/A

In addition, we recommend increasing the charges for coaches to £6 for 5 hours and £10 for 9 hours (from £3 and £6 respectively).

Recommended Tariff for the Common Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<5hr	<9 hrs (all day)	Max Stay
Existing	£0.50	£0.70	£1.20	£2.00	N/A	N/A	N/A	3 hours
Proposed	N/A	£1.00	£2.00	£3.00	N/A	N/A	N/A	3 hours

Recommended Tariff for the Caton's Lane and London Rd Car Park

Band	<2hr	<4hr	<9 hrs (all day)	Max Stay
Existing	FREE	FREE	FREE	N/A
Proposed	£1.00	£2.00	£3.00	N/A

8.2.3 Stanstead Mountfitchet

Recommended Tariff for Crafton Green Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	N/A	£1.20	N/A	N/A	£3.00	N/A
Proposed	£0.60	£1.00	£1.50	£2.00	N/A	N/A	N/A	3 hours

Recommended Tariff for Lower Street Car Park

Band	<1/2 hr	<1hr	<2hr	<3hr	<4hr	<6hr	<9 hrs (all day)	Max Stay
Existing	£0.40	£0.60	£1.00	£1.20	£2.00	£2.40	£4.70	N/A
Proposed	£0.60	£1.00	£1.50	£2.00	£2.50	£3.00	£5.00	N/A

In addition, we recommend reviewing the charges for coaches of £6 for 5 hours and £10 for 9 hours (from £6 per visit currently).

8.2.4 Season Ticket – Recommended Increases

	Existing				Recommended			
	1 month	**3 months**	**6 months**	**12 months**	**1 month**	**3 months**	**6 months**	**12 months**
Chequers Lane	N/A	N/A	£175	£300	N/A	N/A	N/A	N/A
Crafton Green	N/A	N/A	£220	£420	N/A	N/A	N/A	N/A
Crafton Green (Employed Locally)	N/A	N/A	£130	£250	N/A	N/A	N/A	N/A
Lower Street	N/A	N/A	£220	£420	N/A	N/A	£450	£775
Lower Street (Employed Locally)	£30	£90	£130	£250	£40	£120	£200	£350
Lower Street (Resident)	N/A	N/A	N/A	£35	N/A	N/A	N/A	£78
Swan Meadow	N/A	N/A	£175	£300	£45	£135	£220	£385
Swan Meadow (Employed Locally)	£30	£90	£175	£300	N/A	N/A	N/A	N/A
Swan Meadow (Resident)	N/A	N/A	N/A	£70	N/A	N/A	N/A	£78
White Street	N/A	N/A	£175	£300	£40	£120	£200	£350
White Street (Employed Locally)	£30	£90	£175	£300	N/A	N/A	N/A	N/A