

## Parking Fees and Charges 2013/14

### Options Analysis (including risk assessment)

#### Option 1(a)

*This option is aimed at achieving the budgetary target of £45.6K that has been included in the 2013/14 Draft Budget.*

Short Stay and Long Stay Car Parks	Current Tariff	Proposed Tariff	Additional Income
Increase Up to 1 hour tariff	£1.20	£1.30	£46,000

Advantages	Disadvantages	Risks
<p>This option meets the budgetary target and ensures that car parking makes a contribution to a balanced budget.</p> <p>This option avoids the need for additional savings or income from other functions of the Council.</p>	<p>Although this option only seeks to increase one tariff, this accounts for 42% of all ticket sales and the first hour's tariff often influences customers' perceptions of the overall level of all parking charges.</p>	<p>This option requires the County Council to implement increases to its 1 hour charges to maintain the required differential.</p> <p>If the County Council does not increase its charges and this option is approved, charges would be further misaligned and this could lead to longer term tariff issues and County needing to make significant increases in the future.</p> <p>There is always the risk that customer resistance would be greater resulting in budgetary issues.</p>

#### Option 1(b)

*This option is aimed at making a contribution of £33K to the budgetary target of £45.6K resulting in a budget shortfall of approximately £13K.*

Long Stay Car Parks	Current Tariff	Proposed Tariff	Additional Income
Increase Up to 3 hour tariff	£2.20	£2.50	£24,000
Increase Up to 5 hour tariff	£3.70	£4.00	£3,000
Increase Over 5 hours tariff	£6.00	£6.50	£1,800
Other Car Parks			
Increase Up to 4 hour tariff	£0.80	£1.00	£3,600
Increase Over 4 hour tariff	£1.20	£1.40	£600

Advantages	Disadvantages	Risks
<p>This option raises over 70% of the required budget target.</p> <p>This option limits tariff increases to long stay car parks that tend to be used by commuters.</p> <p>This option could lead to increased permit sales.</p> <p>This option does not affect any short stay tariffs that are a key part of maintaining city and town centre viability.</p> <p>This option does not require the County Council to specifically increase their on-street charges although this would still be desirable to implement the differential charges.</p>	<p>This option affects a number of long stay tariffs that could reverse the increased long stay sales in Lancaster and further reduce the long stay sales in Morecambe.</p>	<p>The increase in long stay tariffs could lead to customers choosing not use car parks and park on-street in unrestricted parking areas causing further difficulties for residents living in these areas.</p> <p>There is always the risk that customer resistance would be greater resulting in budgetary issues.</p>

### Option 1(c)

***This is to consider approving Options 1a and 1b resulting in a range of increases covering both short stay and long stay car parks meeting the budgetary target of £45.6K and making a further contribution of approximately £33K.***

The advantages, disadvantages and risks associated with this option are similar to those for Option 1(a) and 1(b) with a significantly increased risk of not actually achieving the levels of estimated additional income. This would have the potential to complicate further reviews of parking charges and potentially limit the tariffs that could be increased in 2014/15.

### Option 2

***This option is not to implement any parking fees and charge increases in 2013/14 resulting in a budget shortfall of £45.6K.***

Advantages	Disadvantages	Risks
<p>This option limits the impact on parking usage and town centre businesses and trading.</p> <p>This option could ease the concerns of businesses and retailers about the</p>	<p>This option is unlikely to achieve the required budget contribution through increased usage.</p> <p>This option could lead to the need for larger increases in future years.</p>	<p>This option increases the budget preparation difficulties at a time when additional income or major savings are required.</p>

<p>major works being undertaken in Lancaster and reducing levels of usage in Morecambe.</p> <p>This option has the potential to reduce any further reductions in usage.</p> <p>This option is likely to receive the most support through the consultation process.</p>	<p>This option could lead to increased usage that could impact on traffic congestion.</p>	
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