

Report to:

**TOURISM, RESOURCES AND ECONOMY
SCRUTINY COMMITTEE**

Relevant Officer:

Philip Welsh, Head of Tourism and Communications

Date of Meeting

12 September 2018

PARKING SERVICES PERFORMANCE REPORT

1.0 Purpose of the report:

1.1 To provide information on the Performance data of Council owned and managed car parks and on street parking, both with regards to patronage and income in 2017/2018, with comparisons to the previous year.

2.0 Recommendation(s):

2.1 To consider the performance of parking services and to identify any further areas for scrutiny as appropriate.

3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report, which had been requested by the Committee.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget Yes

3.3 Other alternative options to be considered:

None

4.0 Council Priority:

4.1 The relevant Council Priority is "Maximising growth and opportunity across Blackpool."

5.0 Background Information

5.1 There are two types of car parking: 'On Street', which relates to the parking bays along a street such as those on Topping Street and Albert Road, and 'Off Street', which relates to parking within a car park. There are approximately 900 pay and display On Street bays, mainly within the town centre and along the Promenade. There are 22 Council-owned car parks, plus two car parks which are managed by the Council although privately owned, with approximately 5280 parking spaces, of which 96 are for coaches, four for Motorhomes and the rest for cars. There are also some areas specifically designated for use by motorcycles within West Street, East Topping Street, Lytham Road, Gynn Square, Central, Chapel Street and Bonny Street car parks providing a total of 90 bays. Some of the car parks are located within the town centre and could be described as short-term car parks as they are mainly used by those shopping in the town centre. These include Tower Street, West Street, Queen Street and East Topping Street car park. Some are located outside the town centre and are used by commuters during quieter periods, or by those attending large events such as the Illuminations or the fireworks events when the town is very busy. These include Gynn Square, Banks Street, Cocker Street and Cocker Square car parks. An additional number of car parks are located alongside Yeadon Way and Seaside Way and are used by visitors during busy periods, those going to football matches, those based at the offices within Blackpool Stadium and some commuters. These include South, Bloomfield Road, Lonsdale Road and Seaside Way car parks.

5.2 Patronage can be affected by a number of different factors. For example, the protracted heatwave experienced over May and June this year attracted large volumes of additional visitors and this is reflected in the strong performance on parking revenue over those months. In addition, the investment in the new rollercoaster at Blackpool Pleasure Beach has attracted significant numbers of additional visitors, increasing patronage on car parks to the south of the town.

Conversely, the town centre improvement works being undertaken at various locations has had a temporary negative impact on usage, particularly on-street. This patronage should return to normal levels as streets are re-opened following the completion of works. The main impact on town centre parking revenue in the coming months will be as a result of the Tower Street car park which has now been handed over to developers for the proposed construction of the new Wilko store and IMAX cinema. Similarly, discounted parking schemes targeted at specific periods such as Christmas can also distort both income and patronage.

The charts below illustrate income and patronage at Council car parks and the various on-street locations with a comparison against the previous year. The charts also demonstrate the impact of investment that has been made in new car park locations (Bethesda and Wimbourne Place) and in new pay and display equipment that provides a much enhanced user experience.

5.3.2

Sorted By % Increase				
Location	17-18	16-17	Variance	%
Wimbourne Place	4,910	242	4,668	1,929
Bethesda Square	6,310	1,678	4,632	376
Lytham Road	3,603	2,620	983	38
Foxhall Village	8,455	7,231	1,224	17
South King Street	10,578	10,262	316	3
South Beach	57,355	56,444	911	2
Tower Street	162,597	165,007	-2,410	-1
Bloomfield Road	4,278	4,356	-78	-2
Cocker Square	33,940	34,532	-592	-2
Queen Street	3,822	3,912	-90	-2
East Topping Street	6,509	6,691	-182	-3
Filey Place	94,974	97,707	-2,733	-3
Gynn Square	5,436	5,607	-171	-3
South Car Park	30,471	32,011	-1,540	-5
Bolton Street	59,099	63,086	-3,987	-6
Lonsdale Road	23,450	25,282	-1,832	-7
Seasiders Way	10,919	11,783	-864	-7
Bonny Street	313,109	338,654	-25,545	-8
West Street Multi-Storey	104,957	116,900	-11,943	-10
Chapel Street Surface	15,269	17,275	-2,006	-12
Cocker Street	5,572	6,691	-1,119	-18
Banks Street	10,523	13,087	-2,564	-20
Talbot Rd Multi-Storey	25,881	33,424	-7,543	-23
Central	10,754	14,543	-3,789	-26
	1,012,771	1,069,025	-56,254	

New machine(s)
installed

New site 16-17

Sorted By Income 17-18				
Location	17-18	16-17	Variance	%
Central	£1,777,327	£1,750,800	£26,528	2
West Street Multi-Storey	£512,189	£532,668	-£20,479	-4
South Beach	£403,899	£385,072	£18,827	5
East Topping Street	£392,984	£387,928	£5,055	1
Tower Street	£350,227	£348,794	£1,433	0
Bonny Street	£295,572	£288,807	£6,764	2
South Car Park	£196,032	£175,721	£20,310	12
Chapel Street Surface	£189,937	£180,294	£9,643	5
Lonsdale Road	£155,176	£149,881	£5,295	4
Talbot Rd Multi-Storey	£124,215	£122,233	£1,981	2
South King Street	£96,180	£82,076	£14,104	17
Foxhall Village	£95,452	£95,839	-£387	0
Banks Street	£76,980	£86,896	-£9,917	-11
Bloomfield Road	£65,932	£10,562	£55,370	524
Filey Place	£58,544	£46,279	£12,265	27
Queen Street	£52,633	£50,225	£2,408	5
Cocker Street	£44,619	£41,544	£3,075	7
Cocker Square	£35,887	£35,733	£154	0
Gynn Square	£32,796	£30,158	£2,638	9
Wimbourne Place	£29,437	£1,112	£28,326	2548
Bethesda Square	£28,600	£7,509	£21,091	281
Seasiders Way	£26,610	£17,250	£9,360	54
Lytham Road	£23,949	£20,292	£3,656	18
Bolton Street	£23,557	£21,482	£2,075	10
Inclusive of 20% VAT	£5,088,731	£4,869,153	£219,578	5

New machine(s)
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Chapel Street Surface	£189,937		£180,294	£9,643	5
Queen Street	£52,633		£50,225	£2,408	5
South Beach	£403,899		£385,072	£18,827	5
Lonsdale Road	£155,176		£149,881	£5,295	4
Bonny Street	£295,572		£288,807	£6,764	2
Central	£1,777,327		£1,750,800	£26,528	2
Talbot Rd Multi-Storey	£124,215		£122,233	£1,981	2
East Topping Street	£392,984		£387,928	£5,055	1
Foxhall Village	£95,452		£95,839	-£387	0
Cocker Square	£35,887		£35,733	£154	0
Tower Street	£350,227		£348,794	£1,433	0
West Street Multi-Storey	£512,189		£532,668	-£20,479	-4
Banks Street	£76,980		£86,896	-£9,917	-11
Inclusive of 20% VAT	£5,088,731		£4,869,153	£219,578	5

New machine(s)
installed

New site 16-17

5.4 On Street Parking

5.4.1

Sorted By Users 17-18				
On Street	17-18	16-17	Variance	%
Town Centre P&D	310,380	372,541	-62,161	-17
Promenade	97,965	99,119	-1,154	-1
Princes Way	7,558	5,229	2,329	117
Bond St/Watson Rd	16,181	21,649	-5,468	-25
No VAT Charged	432,084	498,538	-66,454	-13
New site 16-17				
Sorted By Users % 17-18				
On Street	17-18	16-17	Variance	%
Princes Way	7,558	5,229	2,329	117
Promenade	97,965	99,119	-1,154	-1
Town Centre P&D	310,380	372,541	-62,161	-17
Bond St/Watson Rd	16,181	21,649	-5,468	-25
No VAT Charged	432,084	498,538	-66,454	-13
New site 16-17				

5.4.2

Sorted By Income 17-18				
On Street	17-18	16-17	Variance	%
Town Centre P&D	£427,072	£460,457	-£33,385	-7
Promenade	£360,815	£369,250	-£8,435	-2
Bond St/Watson Rd	£81,309	£92,456	-£11,146	-12
Princes Way	£14,805	£3,294	£11,511	449
No VAT Charged	£884,001	£0	£925,456	-41
New site 16-17				
Sorted By % Increase 17-18				
On Street	17-18	16-17	Variance	%
Princes Way	£14,805	£3,294	£11,511	449
Promenade	£360,815	£369,250	-£8,435	-2
Town Centre P&D	£427,072	£460,457	-£33,385	-7
Bond St/Watson Rd	£81,309	£92,456	-£11,146	-12
No VAT Charged	£884,001	£0	£925,456	-41
New site 16-17				

6.0

6.1 Does the information submitted include any exempt information? No

6.2 List of Appendices:

None

7.0 Legal considerations:

7.1 None

8.0 Human Resources considerations:

8.1 None

9.0 Equalities considerations:

9.1 None

10.0 Financial considerations:

10.1 The car parking service has made a surplus of income over expenditure every year as far back as records goes. Although the income target for 2016/17 wasn't met, the income generated continues to show strong growth over previous year. In the current financial year 2017/18, car parking income is approximately £100k ahead of the same period in 2016/17.

11.0 Risk management considerations:

11.1 None

12.0 Ethical considerations:

12.1 None

13.0 Internal/ External Consultation undertaken:

13.1 None

14.0 Background papers:

14.1 None