



**REPORT TO: ECONOMIC DEVELOPMENT & INFRASTRUCTURE SERVICES
COMMITTEE ON 31 OCTOBER 2017**

SUBJECT: ELGIN PARKING STRATEGY

**BY: CORPORATE DIRECTOR (ECONOMIC DEVELOPMENT,
PLANNING & INFRASTRUCTURE)**

1. REASON FOR REPORT

- 1.1 To set out a draft parking strategy for Committee to consider.
- 1.2 This report is submitted to Committee in terms of Section III (F) (17) of the Council's Scheme of Administration relating traffic management functions

2. RECOMMENDATION

2.1 It is recommended that Committee:

- (i) notes the overall approach set out in the parking strategy;
- (ii) subject to the statutory consultation processes set out in section 10 of the report:
 - a. approves implementation of the core package as detailed in Section 7;
 - b. recommends the revision of car park charges as set out in section 7 to Policy & Resources Committee;
 - c. recommend the inclusion of Cooper Park and North College Street West in the Car Park Order as set out in Section 7 to Policy and Resources Committee as Trustees of Cooper Park;
- (iii) approves the introduction of Free After 3 in St Giles and Batchen Lane car parks from Monday 27 November to Sunday 24 December 2017 as set out in section 7.29; and
- (iv) notes the suite of additional measures as detailed in section 8 of the report which will be reviewed for suitability of application following implementation of the initial core package.

3. BACKGROUND

- 3.1 This report sets out a draft parking strategy for Elgin. The desire for a fresh approach to parking in Elgin became clear in the public Charrette on the regeneration of Elgin carried out in 2015. This highlighted the impact parking has on the town and the perception that parking is not working efficiently. The development of a parking strategy has been agreed by Council to provide a considered approach to the future of parking provision in Elgin to best meet the varied and competing needs of different users.
- 3.2 At the meeting of this Committee on 15 December 2015 it was agreed that a parking review be carried out and funded from the Economic Development budget (Para 9 of the minute refers).

4. WHY HAVE A PARKING STRATEGY?

- 4.1 Across central Elgin there are just over 3,000 public parking places on street, and 1,500 car park spaces – a total capacity for more than 4,500 cars.
- 4.2 However, many of these are limited waiting spaces – specifically identified to encourage turnover in vehicle occupation, giving people quick and easy access to nearby facilities for short visits. A high percentage of the limited waiting spaces are ‘overstayed’ as evidenced in the usage surveys (contained in the main strategy report on the members’ portal and moray.gov.uk).
- 4.3 There are also well documented local concerns which are set out in Section 5.
- 4.4 As the total quantum of available spaces exceeds the daily use, the need for this strategy is primarily to manage the use of existing parking provision rather than to provide additional parking facilities.
- 4.5 Having a parking strategy provides the Council with a considered approach to the future of parking provision in Elgin to best meet the varied and competing needs of different users.
- 4.6 The objectives of the strategy are to:
- Increase satisfaction in parking provision from users and businesses
 - Maximise use of all off-street parking (car parks)
 - Increase the use of multi-storey car parks
- 4.7 These objectives were set as a summary of the option and rationale for a parking strategy approved by this Committee on 15 December 2015 (para 9 of the minute refers) and are detailed in section 4 of the report to that committee meeting.

5. ISSUES IDENTIFIED

- 5.1 A number of sources of information have been used to inform the parking strategy:

- Quantitative data - Site investigations & parking surveys
- Public survey
- Stakeholder consultation
- Known issues (from correspondence and meetings)

Detailed information on this can be found in the background report which is on the members' portal. This was commissioned in line with the previous decision on the need for a parking strategy, and has been used by Officers as the resource to underpin and inform the proposed strategy set out in this report.

5.2 Quantitative Data

Site investigations and on-street parking surveys were carried out by the consultants commissioned to develop the parking strategy. In addition, data held by the council about the facilities and usage of car parks was analysed.

5.3 Public Survey

A public questionnaire focussed specifically on parking was published by the council – this survey generated 1,136 responses over a two week period. Data from the Elgin Transport Strategy public survey relating to parking was also used to inform the strategy.

5.4 Stakeholder Consultation

5.5 Two consultation workshops were held with stakeholders, including local members, Police Scotland, NHS Grampian, Elgin BID, Elgin Community Council and various accessibility groups. In addition, specific sessions were held with Elgin BID and Elgin Community Council.

5.6 The common themes from all of the surveys and consultations were:

- Long stays on residential streets
- Many town centre streets at full capacity
- Lack of enforcement / abuse of waiting restrictions
- Car park charges
- Disabled parking
- Awareness of car park locations
- Attractiveness / perceived safety of multi-storey car parks
- Cycle parking provision

5.7 The full detail of the consultation is set out in the background research report on the members' portal and on moray.gov.uk.

6. STRATEGY THEMES

- 6.1 The background report recommends actions based around five key themes, which reflect the findings of the surveys and consultations:
- Off-street parking (Car Parks)
 - On-street parking
 - Disabled persons parking
 - Cycle Parking
 - Coach Stop Facility
- 6.2 These themes, with the exception of cycle parking, are the subject of this report. Cycle parking, whilst considered as part of the background report, is now being taken forward through the Elgin Transport Strategy and the Council's Active Travel Strategy.
- 6.3 It is recommended that Committee approves an initial core package of interventions, and then gives detailed consideration to further actions at a later date. Every intervention will have an impact on parking behaviour that can only be fully assessed sequentially after each package is implemented and had time to bed in. It is therefore important that Officers assess the impact of the initial package before considering what would be appropriate to implement next.
- 6.4 The initial core package of actions sets out improvements to off street parking provision that are achievable and affordable. Further measures beyond the initial core package become more complex and / or financially challenging and would require further appraisal.

7. CORE PACKAGE

- 7.1 The core package is primarily focussed on increasing the occupancy of the off street car parks. This contributes to all three of the strategy objectives, and should have a positive impact on on-street parking.

7.2 Car Park Pricing:

The action to revise car park pricing is aimed at striking a balance between increasing customer and stakeholder satisfaction and maximising income. There are no modelling tools available to predict public reaction to different pricing strategies – the variables affecting car park occupancy in different locations are too diverse to give any predictability. Officers do, however, have the information from the public and stakeholder consultations. Based on this, there would be widespread appreciation of an element of reduced rate parking for short stays. In addition, Batchen Lane multi-storey car park is under-utilised so any incentives to encourage people to use this car park more often should increase income.

The tables below set out the proposed revisions to parking charges.

	Current Charge	Proposal	
High Turnover Site	Up to 30 mins	£1	£0.50
	Up to 1 hour	£1	£1.50
	1 – 2 hours	£1	£2.00
	2 – 3 hours	£2	£2.50
	3 – 4 hour	£2	£3.00
	4+ hours	n/a – 4 hours max	n/a – 4 hours max
Medium Turnover Site	Up to 30 mins	n/a	£0.50
	Up to 1 hour	£1	£1.50
	1 – 2 hours	£1	£2.00
	2 – 3 hours	£2	£2.50
	3 – 4 hour	£2	£3.00
	4+ hours	£4	£5.00
Low Turnover Site	All Day	£1	£1
Season Tickets	High Turnover	£65 per month Reduced to £45 per month if paid by direct debit	n/a – no all day parking
	Medium Turnover	£65 per month Reduced to £45 per month if paid by direct debit	£45 per month
	Low Turnover	£20 per month / £5 for 6 days	£20 per month / £5 for 6 days

	Current	Proposed	New Sites
High Turnover Site	Moray Street	Moray Street	Cooper Park*
	Ladyhill Road	Ladyhill Road	
	St Giles Levels 5 & 6	St Giles Levels 5 & 6	
	North Port		
	Batchen Lane Level 1		
Medium Turnover Site	Northfield Terrace	Northfield Terrace	North College St West
	South Street	South Street	Railway Station
	Hall Place	Hall Place	
	St Giles Levels 1-4	St Giles Levels 1-4	
	Batchen Lane Levels 2-4	North Port	
Low Turnover Site	Lossie Green	Lossie Green	
	Lossie Wynd	Lossie Wynd	
		Batchen Lane all levels	
			*8am-3pm, first 30 minutes free

- 7.3 The detailed financial impact of the proposed changes is set out in the business case in Section 8 of the report.
- 7.4 Turnover survey data shows that a high percentage of car park users are staying only 15 minutes in pay & display car parks. This directly affects the financial impact of any free or reduced rate parking, which was a request from the stakeholder group. Generating sufficient income from car park charges to absorb the financial impact of reducing charges for short stays has an impact on other charges. However, this is achievable within the range of car park charges offered by the local authorities in the north of Scotland – a benchmarking table is attached as **APPENDIX 1**. This also means that Moray Council car parks offer a range of competitively priced parking options – at a higher charge in more popular locations, but still retaining extensive £1 per day parking as a high value for money option.
- 7.5 The pricing alterations set out above offer incentives to users, with reduced cost parking for the first 30 minutes – 50p compared to the current £1. High value for money parking is retained with £1 per day parking at Lossie Green / Lossie Wynd as now, and an introduction of this at Batchen Lane multi-storey car park. Batchen Lane car park is significantly under-utilised, so this option should incentivise its use, providing a town centre location for all day parking. Prices are increased at the more popular car parks in Elgin, all still within the range of parking charges across the region, to recognise the convenience and value of these sites.
- 7.6 As part of these changes it is proposed to introduce parking charges at the railway station. Moray Council owns and operates the car park at the station, and has not historically charged for its use. The car park is routinely full very early in the day because of the convenience for commuters. It is proposed that this car park is treated in line with other popular car parks in Elgin. Alternative low cost or free parking remains available for rail users unwilling to pay for their parking – as stated at the beginning of this report, the overall quantity of parking available in Elgin still exceeds the number of vehicles parked on any given day. There is a risk that some motorists who currently use the station car park will park on adjacent residential streets, but this will effectively displace other motorists who park on those residential streets at a later point in the day when the station car park is full. As additional mitigation, consideration will be given to opening Batchen Lane car park earlier than its current 8am opening time. There is a potential risk for members of the public to use the UHI car park, and officers will discuss possible mitigation actions with the university management team.
- 7.7 Convert some limited waiting to car park

Cooper Park currently has parking facilities in the form of limited waiting areas put in through a Traffic Regulation Order. As the area is owned by the council under the Cooper Park Trust and is not public road there is almost no enforcement of the restrictions by Police Scotland. This has led to comprehensive misuse of the waiting restrictions, causing frustration to park users – particularly in relation to the library, as evidenced by the monitoring surveys and by feedback to library staff.

- 7.8 North College Street West also fall within Cooper Park Trust and has 14 parking bays which are also limited waiting areas. These are 60 minute maximum parking, and again, vehicles routinely park for longer periods than the restriction permits. In this area the occupancy would be more suited to short stay type parking arrangements.
- 7.9 It is proposed that both Cooper Park and North College Street West are incorporated into the Car Park Order. The main advantage of this is that parking enforcement can be carried out by the council's car park attendants which means that the Council can ensure that those parking vehicles in these areas do so in line with the restrictions set out by the council. It also enables the council to apply a charging mechanism to these areas. A map showing all car parks in Elgin, including these areas, is incorporated as **APPENDIX 2**.
- 7.10 Surplus income beyond the cost of operating and maintaining the areas as car parks must be used for trust purposes or maintenance and repair of trust property only.
- 7.11 It is proposed that Cooper Park is set out as a high turnover location as per the charging table above – to prevent the area being used for all day parking. However, it is proposed that the charging is only operated until 3pm each day – enabling free parking for those using the leisure facilities at the park after school / work.
- 7.12 Historically, the car parking waiting restrictions were set to allow library users ample time for computer use or meetings / training events, however, in practice library users are not able to use the 3 hour limited waiting parking as it is already occupied by 9am, with many vehicles staying beyond the 3 hour limit.
- 7.13 It is proposed that North College Street West is set out as a medium turnover location – which would allow for all day parking, but at the highest charge of £5 per day. There is all day parking at £1 at Lossie Green, Lossie Wynd and Batchen Lane under these proposals, as well as unrestricted parking on surrounding streets.
- 7.14 It is predicted that in the short term both of these locations would be very lightly used – with vehicles either parking in the cheapest possible off street car park at £1 per day, or in other unrestricted locations further from the centre of Elgin. For the purposes of the business case it is assumed that 50% of drivers will choose to park in an off-street car park, and 50% of drivers elsewhere.

7.15 Car Park Ticket Machine Technology

Where charging is being introduced at a new location new payment machines will be required. In addition, the existing machines are nearing life expiry (it is estimated that they have a remaining life of five years before maintenance activity would be unable to keep the machines working or costs would escalate beyond a make do and mend position). The Asset Management Working Group has acknowledged the need and case to replace the machines at this point in time. However, the Council is in receipt of developer obligations through s75 agreements totalling £160k in relation to previous planning applications to be used to improve the provision of parking in Elgin town centre. These contributions have a restricted use, but legal advice is that they could be spent on the parking improvements outlined above and on new machine technology. This would enable the purchase of approximately 25 new machines (subject to competitive tender).

7.16 The additional benefits of new ticket machine technology are:

- Different payment types can be incorporated – cash and card
- Pay by phone / mobile phone app payment options can be included
- Registration plate specific tickets
- Option of Pay-as-you-go – tap in and out at the ticket machine paying only for the amount of parking you use (no need to come back to ‘top up’ the ticket)
- Remote monitoring of machines
- Online back office system for monitoring car park usage
- Flexibility around tariff changes
- Addition of promotions / advertising

7.17 Initial pricing from one supplier has been used to inform the business case, however, any purchase of new car park ticket machines will require the correct procurement process to be followed, with a tender being issued. This will ensure best value.

7.18 It is proposed that new machines are purchased to the extent of the s75 funding available and located at the new charging sites, and used to replace aged machines at existing car parks. The new machines will be prioritised at new sites and the most popular locations. Further machine replacement will be considered as part of the asset management planning arrangements for the car parks.

7.19 Marketing of Car Parks

The research for the parking strategy indicated a lack of awareness of the locations of some car parks, and also a lack of awareness of some of the good-value parking options – such as season tickets.

7.20 The business case includes an amount for implementing a higher profile marketing and advertising campaign for the car parks than has historically been in place. This should both increase usage of the car parks, and increase

satisfaction amongst existing regular users who may benefit from season tickets or similar.

7.21 Marketing will include a multi-media approach using the council's website and other parking websites, social media, fixed advertising at car parks and potentially other commercial advertising. This will be implemented at the best possible value with the use of in-house resources where possible, but will take on external professional advice to use expenditure to generate income. The costs of any marketing agency advice would be covered by the proposed marketing expenditure. The financial return on this expenditure will be reviewed annually.

7.22 Signage to car parks is kept under review as part of the traffic team's responsibilities for road signs, and any changes required would be funded from either this budget or the signs & lines budget. Road signs are governed by the Traffic Signs Regulations and General Directions 2016.

7.23 Review Disabled Persons Parking

The survey and consultation for the parking strategy highlighted dissatisfaction amongst blue-badge holders about the location and design of some of the parking spaces.

7.24 It is proposed to carry out a more detailed review with user groups, including the following:

- Review gradients, location, space size and perceived acceptability
- Carry out a small usage survey to gather further detailed information
- Consider the BSI "Design of buildings and their approaches to meet the needs of disabled people – code of practice" (BS 8300-2009 +AL: 2010) which refers to acceptable gradients.
- Carry out further user group consultation
- Consider locations for additional spaces, including the High Street (although noting available capital funding for works is limited)
- Consider publicity and promotion including off-street spaces

7.25 Coach stop

In order to support existing town centre retailers the opportunity for an additional tourist coach stop was identified both by stakeholders in this strategy and through the Elgin Charette process.

7.26 Currently tourist coaches stop at Johnstons of Elgin, however there is limited means for tourists to access the town centre via coach. There is currently a coach drop off point at the east end of the High Street, by Elgin Museum, and also on King Street near the cathedral, but there is a desire to have one at the west end also. By creating a new coach stop, visitors would be able to easily access the town centre on foot, as well as Ladyhill.

7.27 This was also subject to a report to this Committee on 28 June 2016 (Para 8 of the minute refers). At that time a location on the west of the High Street had been identified. Subsequent work by officers and stakeholders – particularly Elgin BID, has identified that South Street, at the north end of Gordon Street, would provide a more suitable location for this coach stop. A map is attached as **APPENDIX 3**.

7.28 It is proposed that the appropriate TRO process is commenced subject to approval of this action plan.

7.29 Free After 3 for Christmas Shopping

For the last two years Committee has approved a ‘free after 3’ scheme whereby parking in St Giles and Batchen Lane was uncharged after 3pm. In 2015 the parking machines were altered to issue a nil-value ticket so the quantum of use could be assessed. Following year 1 the findings of officers was that the scheme did not generate sufficient economic benefits to offset the financial impact to the Council to warrant maintaining the scheme on a permanent basis, although there was evidence of an increase in the number of people using the multi storey car parks as a result (report to this Committee on 8 March 2016, para 9 of the meeting minute refers). In 2016 the scheme was implemented for a four week period to support the promotion of Elgin as a shopping destination (meeting of this Committee on 15 November 2016, para 10 of the minute refers). In 2016 the car park machines were not re-programmed to minimise costs of the scheme to Council, however, this means that there is no data available to demonstrate the impact of the scheme. Based on 2015, there is a direct cost in loss of car parking income in the region of £2,500. Committee is asked to consider introducing the scheme from Saturday 25 November 2017 to Sunday 24 December 2017 inclusive as a gesture of goodwill, again with no reprogramming of car park machines.

8. ADDITIONAL MEASURES

8.1 There are a range of additional measures that could be considered in addition to the core package outlined above. It is recommended that these are only considered and progressed once the core package has been implemented and the effects fully quantified. Each of the measures set out below would require to be the subject of full analysis in a report to Committee.

8.2 On-Street Parking Charges

On street parking charges could be considered. A modest scheme would be in place of existing limited waiting restrictions in locations such as Thunderton Place. It is considered that introduction of on-street charging at a tariff that incentivises use of off-street car parks would transfer on-street demand to underutilised spaces in off-street car parks, and reduce circulation of town centre streets looking for spaces. On street pay & display generally results in more effective turnover than limited waiting restrictions. In the first instance the rights of enforcement of this would remain with Police Scotland.

8.3 On-street charging could also be introduced on a wider range of residential streets. This would be in order to more effectively manage parking demand across the whole town. If this option were to be pursued it would require further detailed consideration on the likely effects and also the business case with and without decriminalised parking enforcement. If this was to be introduced it is likely that free annual permits for residents on affected streets would be part of the proposal.

8.4 Council Staff Parking Charges

There is an option to introduce charging at the two council staff car parks at Greyfriars Street and the Annexe. These car parks are included in the car park order as pay & display locations on Saturdays only. They are reserved for staff Monday – Friday 8am-5pm. The spaces are occupied on a ‘first come first served’ basis and are generally all fully occupied before 8am.

Consideration should be given to how this reflects parking need, as it only caters for a percentage of the overall number of council employees travelling to work by car. Factors such as planning conditions attached to the buildings will also need to be considered. Any likely displacement of parking and effective controls as well as the impact on staff would all need to be part of any proposal.

8.5 Introduce Charges at Other Locations

There are additional locations across Moray (outside Elgin) where charging for car parking could have a positive business case. Not all locations are suitable for car parking charges – particularly where there is a large quantity of on-street parking available, as charging may simply push people from the car park to residential streets causing frustration to residents. However, there are some locations which could merit further investigation – for example, coast / beach car parks which would compare with the popular charged parking at the Forestry Commission site at Roseisle. Each site would need to have a positive business case – with the capital costs of introducing machines, and the cost of enforcement being set against the potential income.

8.6 Further Pricing Changes

The core package sets out recommended pricing alterations as part of the overall business case. Once the impact of these changes has been fully assessed, and the changes have bedded in, the benefit and impact of further revisions can be considered.

8.7 Decriminalised Parking Enforcement

Decriminalised Parking Enforcement (DPE) is where a local authority takes on the responsibility of administering its own parking penalties – so stationary traffic offences cease to be criminal offences enforced by the police and become civil penalties enforced by the local authority.

- 8.8 The legislative process that enables this to happen comes from the 1991 Road Traffic Act. The issue has become more high profile since Police Scotland withdrew their traffic warden service in 2013, however, the responsibilities for dealing with parking offences remains with the police unless a local authority has chosen to go down the route of DPE.
- 8.9 Considering DPE is both a policy and a financial matter. In the first instance, there needs to be acceptance that a local authority should take on the responsibility for enforcing parking offences from Police Scotland. Secondly, there should be a sound financial case to take on the responsibilities. A financial case is required by the Scottish Government, however, this routinely excludes the initial set up costs, and anecdotal evidence from other local authorities without large city populations indicates that the ongoing income from penalty charge notices is over estimated, and back office costs are under estimated.
- 8.10 Of the 32 Scottish local authorities, 16 have completed the DPE process, 5 are in the process of taking on DPE and 11 (including Moray) have no current DPE proposals.
- 8.11 It should be noted that the Scottish Government are currently carrying out a consultation on the consistent management of parking across Scotland, including the implementation of DPE.
- 8.12 It is possible for a local authority to take on these powers for a specific part of their geography – eg a specific town or city, although there are no examples of this taking place in Scotland. The principles of there being an ongoing financial business case still apply.
- 8.13 The income source to offset the costs of DPE is generated primarily through Penalty Charge Notices (PCNs). It is also possible to generate income from on-street parking charges – which can be introduced without DPE, but the local authority would be reliant on Police Scotland for enforcement.
- 8.14 As with any enforcement regime around behaviour, non-compliance tends to creep up when there is no or a low perceived threat of penalty (either financial, or of ‘embarrassment’). When enforcement is put in place compliance improves over time and reaches a position where it is balanced with the perceived threat of penalty (a mental transaction of whether the risk is ‘worth it’). At the point of highest compliance, the income levels from enforcement penalties are at their lowest. It is important that at this point the costs of maintaining the threat of enforcement are still more than offset by the income generated.
- 8.15 At this stage, although there are areas of Elgin where existing waiting and parking restrictions are routinely not complied with, it is unlikely that a positive business case will exist to take on DPE for the whole of Moray or for Elgin.

- 8.16 Based on evidence from other Scottish local authorities the initial set up costs are likely to be in the region of £100-200k including a full review of the Traffic Regulation Orders in force.
- 8.17 Angus Council are in the process of introducing DPE, and the business case published in 2015 indicates that income from PCNs will only cover approximately half of the ongoing operational costs from DPE. This is without exploring on-street charges.
- 8.18 In light of this information it is recommended that consideration of DPE is undertaken more fully only following specific Committee request, and potentially in tandem with any proposals for on-street parking charges. The first step would be to carry out a feasibility study to examine any potential business case in more detail, and this is likely to cost in the region of £50,000.

9. **BUSINESS CASE**

- 9.1 The business case set out here is for the core package and has been calculated on the basis of no change to the overall number of car park users. This is a conservative position as the works are intended to increase car park occupancy, and therefore income. Equally, any increase in charges carries the risk that vehicle users will seek to park elsewhere or travel by other means, and this has been experienced previously in Elgin with changes to car park charges. There is no reliable overall model to inform the impact of changes to charges (both increases and decreases) – the studies that do exist state the range of variable factors (location, local customs, availability of free parking, quantum of spaces v number of vehicles, destination types, perceived quality etc) mean that creating a modelling tool is difficult. These studies* do recommend further research in this area. Therefore a no-growth scenario provides the safest basis for comparing income and expenditure.

*TRL Limited "Parking Measures and Policies Research Review" May 2010, "Re-Think! Parking on the High Street" O McDonald, 2013

- 9.2 Costs have been taken from known internal costs for civils works etc. For the machine technology costs have been taken from a quote by one supplier. By going to full tender it would be hoped to reduce the overall cost of the ticket machines, but this cannot be relied on.
- 9.3 An amount has been incorporated for marketing and advertising expenditure.
- 9.4 The net additional income from tariff changes has been calculated based on current occupancy times, and accounts for the introduction of reduced rate parking for 30 minutes, the change to Batchen Lane being charged at £1 per day and charging at the railway station.
- 9.5 On average there are 100 cars parked across Cooper Park and North College Street West on any given day. For the purposes of the business case it is assumed that 50 of these vehicles will be parked elsewhere in other non-charging locations, and that 50 of these vehicles will be parked in the cheapest alternative (Batchen Lane, Lossie Green or Lossie Wynd at £1 per day). Given the limited amount of free parking that is not already in use in

Elgin, the uptake of £1 per day may be higher. This does not factor in any income from vehicles choosing to park in Cooper Park and North College Street West at the proposed charges as there is no certainty in predicting this uptake in the short term. Any income from this would be additional to the business case set out.

- 9.6 Staff resource is predicted to remain the same with a no-growth scenario. If there is higher than anticipated growth then it is likely that some of this income would be required to fund an additional car park attendant, as the current 3 attendants would be unable to effectively enforce in a high-growth scenario. This would be subject to a separate business case, but additional costs would be approximately £20,000 per annum.
- 9.7 Existing costs are predicted to remain the same. There would be some reduction in machine maintenance costs however this would potentially be offset by higher infrastructure maintenance costs by an increased car park estate. There may be a small reduction in energy costs as new ticket machines have solar power as well as mains electricity supply, however, this is not possible to quantify at this time.
- 9.8 A financial summary is set out below:

Summary P&L – all additional costs / income									
		2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Expenditure									
Capital Expenditure *from capital receipts	New parking ticket machines (c.25 units)	£132k							
	Civils Works	£10k							
	Relining & Signing	£15k							
	TRO & Revision of Car Park Order	£2k							
	Pay by Phone	£1k							
	Total CapEx:	£160k							
Revenue Expenditure	Back office system	£10k	£10k	£10k	£10k	£10k	£10k	£10k	£10k
	Marketing & Advertising	£10k	£10k	£10k	£10k	£10k	£10k	£10k	£10k
	Total RevEx:	£20k	£20k	£20k	£20k	£20k	£20k	£20k	£20k
Income									
Capital Receipt	Developer Contributions	£160k							

Revenue Income	Net additional income from tariff changes (including introduction of charging at the railway station)	£99k	£99k	£99k	£99k	£99k	£99k	£99k	£99k
	Net additional income from Cooper Park & North College Street redesignation	£13k	£13k	£13k	£13k	£13k	£13k	£13k	£13k
	Total Income:	£272k	£112k	£112k	£112k	£112k	£112k	£112k	£112k
	Net Position	£92k	£92k	£92k	£92k	£92k	£92k	£92k	£92k

10. TIMESCALES & PROCESSES

- 10.1 Subject to approval by this committee, it is proposed to commence delivery in this financial year with the preparation of the Traffic Regulation Orders, a full revision of the Car Park Order, and the review of disabled persons parking – all as more fully detailed in para 10.4. Procurement of new ticket machines will also be carried out.
- 10.2 It is anticipated that the new charges and changes to the parking arrangements at North College Street West and Cooper Park would come into force on 1 April 2018, or as soon as possible thereafter – subject to the legal process below being concluded.
- 10.3 The provision of the coach stop will be carried out as soon as the Traffic Regulation Order has been completed and the signing / lining works carried out.
- 10.4 In order to bring these changes into force the existing Traffic Regulation Orders covering Cooper Park, North College Street West and South Street will have to be revoked, with a replacement order for South Street (coach stop provision). The Car Park Order will need a full revision to incorporate the additional locations, and to reflect any changes in payment options. This will also be an opportunity to revise an Order which dates back to Grampian Regional Council.
- 10.5 The power to introduce Traffic Regulation Orders is delegated to the Head of Direct Services in consultation with ward members, and the matter is only brought to this Committee if there are unresolved objections.

10.6 The Car Park Order will undergo the following process which will take a number of months to carry out:

- Statutory Consultation on the proposals by officers
- Report to ED&I
- Drafting of Order by Legal Services
- Notice of advertisement prepared and submitted, with a 4 week objection period
- Statutory notice period and advertising before implementation

The exact timescale will be determined by the quantity and nature of any objections received to the draft order, although the Traffic Regulation Order and revisions to the Car Park Order will be conducted in parallel with each other to be consistent and efficient.

10.7 A process for transferring any future year financial surplus from Cooper Park / North College Street West will need to be established. There are existing arrangements relating to the Trust land at Lossie Green and Lossie Wynd which can be mirrored for the Cooper Park Trust.

11. **SUMMARY OF IMPLICATIONS**

(a) Moray 2026: A Plan for the Future and Moray Corporate Plan 2015 - 2017

The proposals in this report contribute to Priority 1 of Moray 2026 in delivering a growing and diverse economy through the provision of appropriate parking infrastructure for businesses, shoppers, workers, leisure users and residents. The proposals also deliver the Corporate Plan priority of Sustainable Economic Development by promoting and developing infrastructure.

(b) Policy and Legal

The proposals will require the revocation of existing traffic regulation orders and the implementation of new orders. Legal Services advice has been incorporated into the report in relation to the process and timescales.

(c) Financial implications

The proposals outlined in the report are financially generative on a project based P&L analysis.

(d) Risk Implications

Whilst there has been public and stakeholder consultation throughout the development of the draft strategy, and there are some reductions in charges / low cost parking, any rise in car park charges carries the risk of adverse public reaction, and potential reduction in car park use. There is also a risk of adverse public reaction to the introduction of parking

charges in Cooper Park, North College Street West and at the Railway Station.

(e) Staffing Implications

There are no current staffing implications from the report.

(f) Property

There are no property implications arising from the report.

(g) Equalities

Various accessibility groups were consulted through the process of developing the draft strategy. The strategy aims to maximise use of existing parking spaces available in Elgin. In developing the strategy the, sometimes conflicting, needs of various groups have been considered including those of people with a disability, the elderly and families with young children. There will be a review of disabled persons parking as outlined in 7.23 and 7.24. In addition, it is anticipated that a change in the pricing for car parking and converting some of the limited waiting to car parking could free up additional spaces for blue badge holders. The effectiveness of the measures will be monitored and evaluated. An Equalities Impact Assessment has been carried out and is attached as **APPENDIX 4**.

(h) Consultations

The following officers have been consulted and their comments incorporated into the report: Principal Accountant, Legal Services Manager (Property & Contracts), Principal Librarian, Lands & Parks Officer, Committee Services Officer (L Rowan).

12. CONCLUSION

12.1 The draft parking strategy for Elgin sets out a considered approach to the future of parking provision in Elgin to best meet the varied and competing needs of different users.

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Background Papers:

Ref: