

|                               |            |                             |            |
|-------------------------------|------------|-----------------------------|------------|
| <b>Key Decision Required:</b> | <b>Yes</b> | <b>In the Forward Plan:</b> | <b>Yes</b> |
|-------------------------------|------------|-----------------------------|------------|

## CABINET

**24 JANUARY 2014**

### **REPORT OF PORTFOLIO HOLDER FOR THE ENVIRONMENT AND COAST PROTECTION**

#### **A.3 HOUSEHOLDER PARKING PERMITS**

(Report prepared by Ian Taylor)

#### **PART 1 – KEY INFORMATION**

##### **PURPOSE OF THE REPORT**

To provide information to Cabinet with regard to the current free Tendring householder parking permit scheme and for Cabinet to determine whether it wishes to extend the scheme beyond the current expiry date (31 March 2014) and subject to this decision, for Cabinet to also determine the terms and conditions for use of the permit.

##### **EXECUTIVE SUMMARY**

The report provides:

- The background to concessionary parking schemes operating on Tendring District Council car parks.
- What would constitute success for the current free householder parking permit and how this would be measured?
- An analysis of the measures used to determine success for the permit scheme
- Options for Cabinet to consider prior to determining whether to extend the current scheme beyond the expiry date of 31 March 2014.
- Further options for Cabinet to consider in respect of determining the terms and conditions of use for a free householder parking permit.

The data collected in 2012 / 2013 following the initial introduction of the free Tendring householder parking permit indicates a high level of support for the parking permits from local businesses, citing that the permits have achieved increased footfall in shops. This information remains current and relevant.

Whilst no additional shop survey has been conducted during 2013, anecdotal information and increased use of town centre car parks indicates continued popularity of the parking permits.

The financial data available following the alteration of the permit start time from 10.00 am to 11.00 am in 2013 / 2014, suggests the current budget provision of up to £300,000 p.a. could be revised downwards in future years. However future budget provision related to the permit scheme should note that 2013 was an exceptional summer providing higher than average car park revenues.

Previous reports on the household parking permits highlighted additional risk should the parking permit become widely used by non-residents, or if they become more widely available to residents seeking to obtain a second permit. However, there is no current evidence to suggest this is occurring to any significant level.

The report asks Cabinet to consider the information provided and determine:

- Whether to extend the current free Tendring householder parking permit
- If agreed, the expiry date of the permit.
- The future terms and conditions of use of the permit

The data and information provided was based on

- Information / feedback provided from shops and businesses
- Analysis of financial data
- Assessment of risks and other options considered.

A summary of the financial data collected to measure the impact of the parking permit is attached as **Appendix A** to this report and a summary of the shop survey is attached as **Appendix B**.

## **RECOMMENDATION(S)**

**That, Cabinet agrees:**

- To extend the current free householder parking permit scheme, on the same terms and conditions of use as the current permit, with an expiry date of 31 March 2015.**
- That Officers be delegated authority, in consultation with the relevant Portfolio Holder, to make all necessary arrangements and incur expenditure to continue the scheme, including the provision and delivery of replacement permits.**

## **PART 2 – IMPLICATIONS OF THE DECISION**

### **DELIVERING PRIORITIES**

Concessionary parking schemes support key priorities and outcomes required to address the Council's key objectives and in particular promoting sustainable economic growth and the building of a thriving local tourism industry.

The Council's policy in respect of parking is for Tendring to be seen and regarded as a car friendly District.

Free or concessionary off street parking schemes are supported by the policies and actions within the adopted Parking Strategy for Tendring encouraging visitors to the District by car.

### **FINANCE, OTHER RESOURCES AND RISK**

#### **Financial Implications**

##### **a) current scheme unchanged**

Estimated at £300,000 p.a but with possible reduction once evaluated over more than one year operation.

##### **b) limit period for permit to year round other than July / August**

Estimated at £200,000 p.a but with possible reduction once evaluated over more than one year operation.

As part of the Outturn position for 2013 / 2014, Cabinet agreed at the meeting on 14<sup>th</sup> June 2013 to set aside £300,000 to support the householder parking permit scheme in 2014 / 2015 should it be agreed to go ahead in that financial year.

## **Other Risks**

### **Seasonal fluctuations / unforeseen circumstances**

Car park income can rise or fall sharply as a result of good or bad weather which is a major contributor to visitor numbers in Tendring. Car park income can vary by up to £150,000 between years with or without any concessionary permit schemes in operation.

### **Permits used more widely than anticipated**

Following the introduction of the Tendring householder free parking permit on the 31 July 2012 over 3,000 requests were received for additional permits to be provided for a variety of reasons.

In total 260 replacement permits were issued to Tendring residents in 2012/ 2013 and a similar number in 2013 to date. The requirement for such applications to be made in writing and to check Council tax records to ensure the applicant is a Tendring resident has had the effect of reducing or minimising the number of claims made and permits replaced.

It would remain imprudent not to consider the possibility of permits becoming more widely available to visitors in addition to residents as the scheme continues and becomes more widely known and used.

There is no evidence so far of additional permits provided affecting financial estimates for the scheme.

## **LEGAL**

The options for consideration in this report are within the Council's legal powers.

## **OTHER IMPLICATIONS**

Consideration has been given to the implications of the proposed decision in respect of the following and any significant issues are set out below.

### **Crime and Disorder / Equality and Diversity / Health Inequalities**

Are not affected by the provision of a Tendring householder parking permit

### **Area or Ward affected**

All

**Consultation/Public Engagement.** – All shops throughout Tendring were surveyed in 2012 / 2013 and comments and feedback was noted from motorists.

## **PART 3 – SUPPORTING INFORMATION**

### **BACKGROUND AND PURPOSE OF THE CONCESSIONARY PARKING SCHEME**

The free Tendring householder parking permit scheme commenced on the 31 July 2012 and is currently operating alongside another free parking concession available to all Tendring District Council car park users from 3 pm to 8 am daily.

The combined concessionary parking schemes make it possible for any Council Tax paying household in Tendring to park free of charge on Council car parks from 11.00 am to 8.00 am the following morning year round with the exception of the car parks at the Naze

and Holland Haven country parks and any Council owned resident only car parks.

The emphasis on the Council's private and residential car parks was to ensure permits were not used in residential areas and on Council owned private car parks.

The country park car park exemption from the free permit scheme reflects an historical free charging period up to 10.30 am on these car parks and evening activities requiring enforcement which is most effective when a ticket is purchased.

The terms and conditions of use are displayed on the permit.

The primary purpose of the householder permits is to encourage people to shop locally and to use local facilities such as the seafront.

The free after three concessionary parking scheme is intended to promote shopping at non peak times and to promote the evening economy.

Members are seeking to demonstrate that Tendring is open for business and willing to support its local businesses by providing a free Tendring householder parking permit, encouraging private vehicles into town centres in the District as outlined in the recently adopted Parking Strategy for Tendring.

## **INDICATORS AND MEASURES OF SUCCESS**

### **What Constitutes Success?**

Indicators of success of the free Tendring householder car park permit and the free after 3 car park concession for all car park users will be determined by:

- Improved footfall and business opportunities for local shops and businesses.
- Development of an evening economy in the District with visitors staying longer and increased activity at non peak times.

Secondary indicators of success are:

- Ease of access for workers to local businesses.
- Assisting businesses when operating.
- Improved quality of life for residents of the District and in particular residents living in town centres with limited available parking.

### **Measures of Success**

The measures of success against the above will be

- Footfall – feedback from businesses.
- Reports - received by the Council from the public / businesses
- Income / Ticket Sale Data from Car Parks
- Car Park Usage Surveys

Reporting and analysing the information derived from the measures of success will provide members with useful information when considering the recommendations in this report.

## **ANALYSIS**

### **Footfall – feedback from Consultation responses with businesses.**

Shops across the District were surveyed in 2012 / 2013 with a view to indicating if footfall had increased and whether the permit should remain and if so whether its conditions of use should alter.

The surveys conclude that a clear majority of businesses consider there has been an increase in footfall arising from the free householder permits.

The survey also indicated that a significant number of businesses consider that the free householder car park permit should be modified to exclude the peak summer season months.

Use of the car parks by longer staying vehicles and local residents at work or for the convenience of shop workers is considered to have a detrimental affect on local business due to a lack of available car park space for visitors and shoppers.

The results of the survey are contained in **Appendix B** to this report.

### **Reports - received by the Council from the public / businesses**

A number of very positive comments and letters have been received by elected members and Council officers about the free Tendring householder car park permit. This was reflected in a press release issued shortly after the schemes launch in early August 2012 and letters and comments continue to be printed in the local press and received in Council offices via letter and e mail.

There have been some comments from visitors and local businesses made about lack of available parking during periods of peak demand such as the school holidays.

### **Income / Ticket Sale Data from Car Parks**

Attached to this report for information as **Appendix A** is a 4 year comparison of income and ticket sales for town centre car parks in Tendring up to and including 2012/ 2013.

Figures for 2013 / 2014 are only currently available up to the end of August and therefore will not provide sufficient data to be included in the spreadsheet attached as Appendix A.

However overall car park income to date for 2013 / 2014 is already exceeding income estimates for the year which indicates

- Less than the £300,000 currently set aside to support the scheme will be required.
- This is estimated at being £50,000 to £80,000 below the £300,000 budget at year end.
- The move to commencing the permits from 10.00 to 11.00 am has added additional financial security to the scheme without any apparent decline in popularity.

The five car parks selected as an average, account for 65% of all annual car park revenue from fees and charges.

This spreadsheet is indicating that a year on year comparison of car park income and ticket sales for town centre car parks arising from the householder permits shows an increasing drop in both revenue and ticket sales the longer the scheme operates.

However, income data from all car parks indicates the income reduction is so far

significantly less at 21%. This has been the result of income from visitor car parks remaining at normal or even higher than normal usage in 2012 /2013 and this trend has continued for the summer of 2013 /2014.

The highest level of reduced income and ticket sales is on the car parks with the relatively lower overall incomes such as the Milton Road, Dovercourt and The Quay, Harwich.

Clacton town centre car parks income and tickets are reduced by 45% to 50%, whilst seafront car parks this year maintained income levels comparable with previous years. This is reflected by the July and August income figures for 2012/ 2013 relating to all car parks.

Income received to date for 2013 / 2014 is higher than the annual estimate, suggesting the current £300,000 set aside to support the free permit scheme could be reduced in future years. However the income is supported by seafront and other car parks receiving income levels arising from good weather and subsequent increased visitor numbers this summer.

Not recorded on this spreadsheet but helpful to note is that the months of July and August account for 30% of all annual car park revenue.

### **Car Park Usage Surveys**

The surveys are not attached to this report.

However, surveys were conducted in September 2012 over two weeks, the 10 to 14<sup>th</sup> inclusive and the 24<sup>th</sup> to the 28<sup>th</sup> inclusive and again over two separate weeks in November 2012 and in January 2013.

The data from these surveys is not fully reliable in terms of providing precise information in the same way as a shop questionnaire / survey or the financial information.

Car park usage surveys are at best a snapshot at various times of the day. Only static and continuous observation all day in car parks will provide complete information.

However, that said, the usage surveys provide useful information about trends and general occupancy of car parks.

Overall use of car parks by motorists displaying a free householder permit remains at up to 80% of the car park occupants on occasions and the second survey in November 2012 and January 2013 indicates this figure is increasing.

Also, up to 21% of car park spaces are being fully utilised by long staying vehicles (those present all day either displaying a permit or a permit with a one hour purchased ticket). This compares with much lower rates of between 1% to 4% previously.

The data available so far indicates permit holders are likely to displace potential paying customers when car parks are at full capacity during the peak summer season but are not likely to displace potential paying customers during off peak periods.

It is now reasonably clear that car parks occupancy has increased overall during the off season.

## **CONCLUSION**

The introduction of any free parking concession will result in reduced direct income to the Council and the financial implications associated with continuing the current permit scheme are highlighted in the report.

This report provides members with clear evidence to indicate strong support for concessionary parking schemes in Council car parks from local businesses as a means of improving footfall in local shops.

There is also further more anecdotal evidence to indicate that the free car park permits are enabling businesses to operate more effectively and are assisting shop workers and local residents to better utilise car parks during periods of non peak demand.

The free parking concession is supported by policies and actions within the recently adopted Parking Strategy for Tendring which outlines a clear aim to make Tendring a car friendly District and recognises that as a rural and coastal District encouraging use of private vehicles is an important and useful way to support local shops and businesses.

Previously highlighted risks associated with free parking permits which include concerns about the reduction in income and ticket sales on car parks the longer the scheme continues and whether current financial estimates to offset the cost of the scheme is sufficient, have not materialised.

The extension of the start time for the parking permits from 10.00 am to 11.00 am agreed in March 2013 has resulted in revenue income received from parking increasing in 2013/2014 compared to the previous financial year when the permits were operating from 10.00am.

However a full evaluation of revenues will need to be taken over a longer period (3 or 4 years) in order to avoid making financial forecasts based on seasonally fluctuating income.

To date the additional risks previously highlighted about the permits becoming widely available outside of the District have been managed effectively.

Consideration for the exclusion of July and August months from the permit would increase parking revenues and enable consideration for reducing the current figure of £300,000 set aside to support the cost of the scheme. However this option is not generally favoured by local residents who wish to continue to utilise the free parking permits year round.

Information so far from businesses is that Tendring is reversing national trends for shops in smaller shopping centres. The off street car park permits are supporting key Council strategies and policies in respect of encouraging visitors to the area and are promoting economic benefits for the District. They are proving popular with both residents and local businesses.

## **APPENDICES**

Appendix A – Financial Data 2012 / 2013

Appendix B – Analysis of Shop Surveys 2012 / 2013

## **BACKGROUND PAPERS FOR THE DECISION**

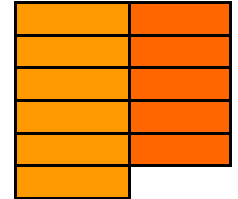
None

Appendix A Car Park Income data

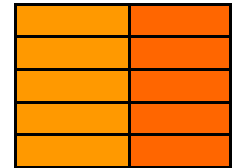
CAR PARK FEES AND CHARGES JULY-DEC

| Car Park          | 09/10              |              | 10/11               |              | 11/12               |              | 12/13               |              |
|-------------------|--------------------|--------------|---------------------|--------------|---------------------|--------------|---------------------|--------------|
|                   | Income             | Ticket Sales | Income              | Ticket Sales | Income              | Ticket Sales | Income              | Ticket Sales |
| <b>ALL</b>        |                    |              |                     |              |                     |              |                     |              |
| July              | £70,646.40         |              | £ 127,713.64        |              | £ 57,634.72         |              | £ 58,798.66         |              |
| August            | £131,232.88        |              | £ 102,119.47        |              | £ 129,384.88        |              | £ 131,258.47        |              |
| September         | £104,069.81        |              | £ 75,838.43         |              | £ 70,440.12         |              | £ 41,648.32         |              |
| October           | £40,807.50         |              | £ 25,222.94         |              | £ 21,428.38         |              | £ 15,137.13         |              |
| November          | £31,066.17         |              | £ 27,934.81         |              | £ 52,302.87         |              | £ 34,945.53         |              |
| December          | £16,226.67         |              | £ 10,565.19         |              | £ 19,594.10         |              | £ 10,085.75         |              |
| January           | £10,158.13         |              | £ 28,546.70         |              | £ 23,238.62         |              | £ 11,825.00         |              |
| February          | £31,793.91         |              | £ 23,073.60         |              | £ 20,379.97         |              | £ 13,607.00         |              |
| March             | £32,532.82         |              | £ 26,703.63         |              | £ 27,887.43         |              | £ 13,076.00         |              |
| <b>TOTAL</b>      | <b>£468,534.29</b> |              | <b>£ 447,718.41</b> |              | <b>£ 422,291.09</b> |              | <b>£ 330,381.86</b> |              |
| <b>AGATE ROAD</b> |                    |              |                     |              |                     |              |                     |              |
| July              | £5,388.61          | 2791         | £ 6,469.02          | 2883         | £ 5,002.38          | 2101         | £ 4,781.74          | 2030         |
| August            | £6,714.48          | 3595         | £ 7,797.36          | 3262         | £ 7,290.17          | 3072         | £ 3,412.71          | 1564         |
| September         | £7,751.83          | 2181         | £ 5,078.94          | 1976         | £ 5,366.38          | 2437         | £ 1,750.29          | 503          |
| October           | £4,758.17          | 2235         | £ 4,510.54          | 2249         | £ 2,142.66          | 1914         | £ 1,886.29          | 897          |
| November          | £3,676.82          | 1911         | £ 3,905.32          | 2106         | £ 5,572.04          | 1828         | £ 1,454.67          | 763          |
| December          | £3,509.43          | 2073         | £ 2,464.30          | 1712         | £ 2,505.88          | 1377         | £ 1,028.66          | 540          |
| January           | £1,403.82          | 1492         | £ 2,946.45          | 1669         | £ 3,152.82          | 1708         | £ 1,550.00          | 689          |
| February          | £3,273.37          | 1822         | £ 3,824.49          | 1725         | £ 2,693.92          | 1379         | £ 1,176.00          | 522          |
| March             | £4,519.46          | 2237         | £ 3,735.78          | 1953         | £ 3,294.32          | 1771         | £ 1,369.00          | 617          |
| <b>TOTAL</b>      | <b>£40,995.99</b>  | <b>20337</b> | <b>£ 40,732.20</b>  | <b>19535</b> | <b>£ 37,020.57</b>  | <b>17587</b> | <b>£ 18,409.36</b>  | <b>8125</b>  |

% diff (Income)  
011/12 to 2012 /13



21%



50%



|                     |                    |              |                     |              |                     |              |                    |              |
|---------------------|--------------------|--------------|---------------------|--------------|---------------------|--------------|--------------------|--------------|
| <b>HIGH ST COS</b>  |                    |              |                     |              |                     |              |                    |              |
| July                | £20,274.98         | 10509        | £ 25,051.62         | 10589        | £ 18,762.79         | 8835         | £ 21,556.88        | 10172        |
| August              | £30,363.32         | 15261        | £ 32,328.55         | 13383        | £ 34,160.54         | 14219        | £ 22,232.92        | 9601         |
| September           | £33,515.78         | 8240         | £ 20,212.55         | 8805         | £ 23,210.58         | 10428        | £ 10,637.13        | 3992         |
| October             | £18,384.71         | 8786         | £ 14,620.45         | 6790         | £ 7,633.39          | 8057         | £ 10,133.31        | 4446         |
| November            | £15,535.97         | 7710         | £ 13,253.83         | 6830         | £ 24,709.87         | 8408         | £ 7,504.41         | 4004         |
| December            | £13,313.80         | 6501         | £ 9,449.28          | 6194         | £ 11,000.14         | 5420         | £ 5,511.83         | 2604         |
| January             | £6,240.60          | 4146         | £ 13,644.28         | 5888         | £ 13,046.62         | 7081         | £ 6,831.00         | 3068         |
| February            | £11,007.16         | 7392         | £ 9,204.13          | 5148         | £ 9,671.73          | 5108         | £ 6,179.00         | 2747         |
| March               | £15,450.72         | 6708         | £ 10,607.78         | 5450         | £ 12,916.56         | 6229         | £ 6,839.00         | 3050         |
| <b>TOTAL</b>        | <b>£164,087.04</b> | <b>75253</b> | <b>£ 148,372.47</b> | <b>69077</b> | <b>£ 155,112.22</b> | <b>73785</b> | <b>£ 97,425.48</b> | <b>43684</b> |
|                     |                    |              |                     |              |                     |              |                    |              |
| <b>WELLESLEY RD</b> |                    |              |                     |              |                     |              |                    |              |
| July                | £2,368.52          | 1492         | £ 2,874.89          | 1363         | £ 1,678.54          | 1007         | £ 2,342.04         | 1340         |
| August              | £3,263.35          | 2509         | £ 4,259.57          | 1830         | £ 3,545.75          | 1668         | £ 3,901.50         | 1424         |
| September           | £6,066.74          | 1164         | £ 2,417.79          | 1209         | £ 2,207.83          | 1196         | £ 1,628.21         | 691          |
| October             | £2,382.64          | 1268         | £ 3,062.71          | 1029         | £ 767.96            | 1091         | £ 1,423.08         | 641          |
| November            | £1,806.84          | 981          | £ 1,502.46          | 911          | £ 2,495.41          | 988          | £ 799.75           | 484          |
| December            | £1,813.17          | 668          | £ 1,051.75          | 533          | £ 1,182.34          | 817          | £ 830.04           | 357          |
| January             | £128.17            | 533          | £ 1,237.33          | 653          | £ 396.33            | 759          | £ 902.00           | 363          |
| February            | £1,311.44          | 477          | £ 1,317.04          | 743          | £ 1,734.16          | 689          | £ 796.00           | 280          |
| March               | £1,591.23          | 810          | £ 1,799.16          | 1036         | £ 1,476.86          | 1036         | £ 848.00           | 302          |
| <b>TOTAL</b>        | <b>£20,732.10</b>  | <b>9902</b>  | <b>£ 19,522.70</b>  | <b>9307</b>  | <b>£ 15,485.18</b>  | <b>9251</b>  | <b>£ 13,470.62</b> | <b>5882</b>  |
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37%

13%

|                    |                   |              |                    |              |                    |              |                    |              |
|--------------------|-------------------|--------------|--------------------|--------------|--------------------|--------------|--------------------|--------------|
| <b>HIGH ST WON</b> |                   |              |                    |              |                    |              |                    |              |
| July               | £5,394.04         | 3961         | £ 6,736.17         | 3922         | £ 4,064.17         | 2692         | £ 4,780.13         | 3050         |
| August             | £6,922.91         | 5301         | £ 8,853.02         | 5426         | £ 8,318.42         | 5142         | £ 6,200.42         | 3395         |
| September          | £8,274.22         | 2836         | £ 4,052.38         | 2841         | £ 4,681.71         | 3142         | £ 3,070.63         | 1619         |
| October            | £3,134.87         | 2385         | £ 1,567.70         | 1365         | £ 1,782.58         | 2196         | £ 1,846.37         | 1379         |
| November           | £1,698.97         | 1442         | £ 901.90           | 877          | £ 2,995.33         | 1310         | £ 1,128.51         | 852          |
| December           | £707.80           | 667          | £ 317.14           | 455          | £ 1,314.13         | 544          | £ 411.92           | 349          |
| January            | £514.22           | 705          | £ 949.56           | 620          | £ 321.41           | 789          | £ 882.00           | 554          |
| February           | £2,660.90         | 1435         | £ 947.09           | 853          | £ 905.17           | 841          | £ 963.00           | 612          |
| March              | £1,928.35         | 1603         | £ 275.58           | 1108         | £ 1,505.77         | 1322         | £ 858.00           | 570          |
| <b>TOTAL</b>       | <b>£31,236.28</b> | <b>20335</b> | <b>£ 24,600.54</b> | <b>17467</b> | <b>£ 25,888.69</b> | <b>17978</b> | <b>£ 20,140.98</b> | <b>12380</b> |
|                    |                   |              |                    |              |                    |              |                    |              |
| <b>MILTON ROAD</b> |                   |              |                    |              |                    |              |                    |              |
| July               | £1,232.35         | 5423         | £ 2,060.04         | 2119         | £ 1,953.88         | 2482         | £ 2,259.58         | 2383         |
| August             | £1,211.57         | 5517         | £ 2,606.30         | 2637         | £ 2,645.04         | 3651         | £ 1,095.25         | 1352         |
| September          | £1,960.00         | 5599         | £ 1,966.60         | 2152         | £ 1,566.17         | 2856         | £ 708.58           | 410          |
| October            | £1,502.99         | 6469         | £ 1,747.28         | 1574         | £ 687.46           | 2361         | £ 760.16           | 755          |
| November           | £1,299.23         | 5811         | £ 2,213.83         | 2126         | £ 2,697.65         | 2628         | £ 715.79           | 738          |
| December           | £981.22           | 4881         | £ 298.67           | 2079         | £ 1,427.57         | 2102         | £ 584.28           | 653          |
| January            | £462.25           | 3110         | £ 2,962.19         | 1554         | £ 1,452.66         | 2264         | £ 667.00           | 568          |
| February           | £1,033.73         | 4083         | £ 1,526.83         | 1727         | £ 1,452.00         | 2076         | £ 813.00           | 600          |
| March              | £1,070.09         | 4406         | £ 1,553.62         | 1705         | £ 1,317.62         | 1687         | £ 780.00           | 574          |
| <b>TOTAL</b>       | <b>£10,753.43</b> | <b>45299</b> | <b>£ 16,935.36</b> | <b>17673</b> | <b>£ 15,200.05</b> | <b>22107</b> | <b>£ 8,383.64</b>  | <b>8033</b>  |
|                    |                   |              |                    |              |                    |              |                    |              |

22%

45%

|                  |                   |              |                    |              |                    |             |                   |             |
|------------------|-------------------|--------------|--------------------|--------------|--------------------|-------------|-------------------|-------------|
| <b>QUAY</b>      |                   |              |                    |              |                    |             |                   |             |
| <b>July</b>      | £2,788.22         | 1917         | £ 2,872.38         | 2072         | £ 1,985.79         | 1196        | £ 965.13          | 641         |
| <b>August</b>    | £2,542.00         | 2919         | £ 3,323.79         | 2315         | £ 3,224.46         | 1929        | £ 848.29          | 533         |
| <b>September</b> | £3,711.39         | 1521         | £ 2,260.30         | 1666         | £ 2,358.25         | 1573        | £ 419.83          | 300         |
| <b>October</b>   | £1,712.86         | 1250         | £ 1,951.62         | 1188         | £ 845.83           | 1403        | £ 314.83          | 228         |
| <b>November</b>  | £1,113.91         | 824          | £ 958.50           | 831          | £ 2,314.10         | 818         | £ 57.00           | 47          |
| <b>December</b>  | £901.90           | 655          | £ 102.22           | 501          | £ 525.67           | 303         | £ 20.91           | n/a         |
| <b>January</b>   | £300.51           | 625          | £ 1,454.83         | 606          | £ 801.50           | 520         | n/a               | n/a         |
| <b>February</b>  | £1,208.17         | 657          | £ 1,172.71         | 826          | £ 671.83           | 443         | £ 215.00          | n/a         |
| <b>March</b>     | £1,361.91         | 991          | £ 505.75           | 360          | £ 818.83           | 612         | £ 88.00           | n/a         |
| <b>TOTAL</b>     | <b>£15,640.87</b> | <b>11359</b> | <b>£ 14,602.10</b> | <b>10365</b> | <b>£ 13,546.26</b> | <b>8797</b> | <b>£ 2,625.99</b> | <b>1749</b> |

81%

APPENDIX B Shop Survey Data

**CLACTON 294 businesses 180 responses**

|     | <u>Increased Footfall in Town</u> | <u>Increased Footfall in Shop</u> | <u>More time in shop</u> | <u>Do Staff park</u> | <u>Continue with permit</u> | <u>Modified permit?</u> | <u>Restrictions for summer Season?</u> | <u>Restrictions for Mornings?</u> |
|-----|-----------------------------------|-----------------------------------|--------------------------|----------------------|-----------------------------|-------------------------|--|-----------------------------------|
| Yes | 121                               | 99                                | 116                      | 55                   | 147                         | 78                      | 60                                     | 38                                |
| No  | 49                                | 64                                | 40                       | 110                  | 15                          | 73                      | 62                                     | 87                                |
| N/A | 10                                | 17                                | 24                       | 15                   | 18                          | 29                      | 58                                     | 55                                |
|     | <b>180</b>                        | <b>180</b>                        | <b>180</b>               | <b>180</b>           | <b>180</b>                  | <b>180</b>              | <b>180</b>                             | <b>180</b>                        |
| Yes | 67%                               | 55%                               | 64%                      | 31%                  | 82%                         | 43%                     | 33%                                    | 21%                               |
| No  | 27%                               | 36%                               | 22%                      | 61%                  | 8%                          | 41%                     | 34%                                    | 48%                               |
| N/A | 6%                                | 9%                                | 13%                      | 8%                   | 10%                         | 16%                     | 32%                                    | 31%                               |

**DOVERCOURT 127 businesses - 22 responses**

|     |            |            |            |            |            |            |            |            |
|-----|------------|------------|------------|------------|------------|------------|------------|------------|
| Yes | 19         | 14         | 17         | 6          | 21         | 13         | 6          | 3          |
| No  | 3          | 3          | 4          | 15         | 0          | 8          | 10         | 13         |
| N/A | 105        | 110        | 106        | 106        | 106        | 106        | 111        | 111        |
|     | <b>127</b> | <b>127</b> | <b>127</b> | <b>127</b> | <b>127</b> | <b>127</b> | <b>127</b> | <b>127</b> |
| Yes | 15%        | 11%        | 13%        | 5%         | 17%        | 10%        | 5%         | 2%         |
| No  | 2%         | 2%         | 3%         | 12%        | 0%         | 6%         | 8%         | 10%        |
| N/A | 83%        | 87%        | 83%        | 83%        | 83%        | 83%        | 87%        | 87%        |

**WALTON - 73 businesses of which 27 were closed or too busy**

|     |           |           |           |           |           |           |           |           |
|-----|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Yes | 14        | 12        | 18        | 8         | 20        | 12        | 4         | 1         |
| No  | 7         | 8         | 3         | 13        | 0         | 19        | 8         | 10        |
| N/A | 52        | 53        | 52        | 52        | 53        | 42        | 61        | 62        |
|     | <b>73</b> | <b>73</b> | <b>73</b> | <b>73</b> | <b>73</b> | <b>73</b> | <b>73</b> | <b>73</b> |
| Yes | 19%       | 16%       | 25%       | 11%       | 27%       | 16%       | 5%        | 1%        |
| No  | 10%       | 11%       | 4%        | 18%       | 0%        | 26%       | 11%       | 14%       |
| N/A | 71%       | 73%       | 71%       | 71%       | 73%       | 58%       | 84%       | 85%       |

|  | <u>Increased Footfall in Town</u> | <u>Increased Footfall in Shop</u> | <u>More time in shop</u> | <u>Do Staff park</u> | <u>Continue with permit</u> | <u>Modified permit?</u> | <u>Restrictions for summer Season?</u> | <u>Restrictions for Mornings?</u> |
|--|-----------------------------------|-----------------------------------|--------------------------|----------------------|-----------------------------|-------------------------|--|-----------------------------------|
|--|-----------------------------------|-----------------------------------|--------------------------|----------------------|-----------------------------|-------------------------|--|-----------------------------------|

**BRIGHTLINGSEA 52 Businesses**

|     |           |           |           |           |           |           |           |           |
|-----|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Yes | 8         | 8         | 21        | 7         | 29        | 12        | 7         | 0         |
| No  | 19        | 20        | 7         | 15        | 1         | 13        | 5         | 10        |
| N/A | 25        | 24        | 24        | 30        | 22        | 27        | 40        | 42        |
|     | <b>52</b> | <b>52</b> | <b>52</b> | <b>52</b> | <b>52</b> | <b>52</b> | <b>52</b> | <b>52</b> |

|     |     |     |     |     |     |     |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Yes | 15% | 15% | 40% | 13% | 56% | 23% | 13% | 0%  |
| No  | 37% | 38% | 13% | 29% | 2%  | 25% | 10% | 19% |
| N/A | 52% | 46% | 46% | 58% | 42% | 52% | 77% | 81% |

**MANNINGTREE 40 businesses - 7 closed or too busy**

|     |  |  |           |  |           |           |           |           |
|-----|--|--|-----------|--|-----------|-----------|-----------|-----------|
| Yes |  |  | 15        |  | 16        | 8         | 5         | 3         |
| No  |  |  | 1         |  | 0         | 8         | 1         | 1         |
| N/A |  |  | 24        |  | 24        | 24        | 34        | 36        |
|     |  |  | <b>40</b> |  | <b>40</b> | <b>40</b> | <b>40</b> | <b>40</b> |

|     |  |  |     |  |     |     |     |     |
|-----|--|--|-----|--|-----|-----|-----|-----|
| Yes |  |  | 38% |  | 40% | 20% | 13% | 8%  |
| No  |  |  | 3%  |  | 0%  | 20% | 3%  | 3%  |
| N/A |  |  | 40% |  | 40% | 40% | 15% | 10% |

## **Appendix B Summary Clacton**

### **Parking Permit Survey 2013 - Clacton**

Of 294 businesses in Clacton 180 responded to the Survey

#### **FOOTFALL IN TOWN**

67% noticed an increase in footfall in the town

27% noticed no increase and some of the comments they made are as follows:

*People seem to be parking all day for work not going shopping - same cars there every day now.  
Parking spaces taken up by shop workers.*

*No-one has anywhere to park.*

*Shopper can not get parking spaces as people who work in town use them.  
(and many more on this subject)*

*People don't come to Clacton shop. We haven't got big variety shop I.E. John Lewis,  
Debenhams.*

*Unaware of any initiative but not noticed any difference this year.  
Nothing in town to bring people in.*

*The 60min seafront bays need to be increased to 120mins.  
People can't park for long enough.*

6% made no comment

#### **FOOTFALL IN SHOP**

55% Noticed and increase

36% noticed no increase

9% made no comment

#### **CONTINUE WITH PERMIT**

82% said continue with permit

8% said do not continue

10% made no comment

#### **MODIFIED PERMIT**

43% thought the permit should be modified

41% didn't think the permit should be modified

16% made no comment

#### **SHOULD THERE BE RESTRICTIONS DURING THE SUMER HOLIDAY SEASON?**

33% thought there should be parking permit restrictions during the main summer holiday period

34% thought there shouldn't be

32% made no comment

More general comments - Clacton:

*Customers complain about not be able to park in the high street car park and preferred the old  
system of free parking after 3PM.*

*On street parking in town should be two hours, would free up some spaces in the car parks. Make street parking 2 hours. Get our residents to spend their money in our local town. Keep shops open, by letting them back in our local streets for more than 1 hour.*

*Now difficult to find a space!*

*Parking time should be limited so workers can not park all day after 10AM.*

*In my opinion communities using the railway services are using the car park to their advantage.*

*Having a blanket permit everyone is a waste of money. It should be given to the people who actually need it.*

*An excellent idea which encourages people to use local shops and facilities  
Works very well and brings more people into town.  
It is a definitely benefit for local people to have the permit and spend longer in town.*

Comments from around the District:

Brightlingsea

*Workers park in street at the moment, so if staff are able to use car park, it would free up the streets for visitors all day.*

*Need to keep business local*

*Less congestion in town since permits*

*Parking outside shop increase to 2hrs lots of residents use 1hr parking*

Walton on the Naze

*Awareness on which car parks can be used and possibly map*

*Possibly let residents park first thing and then not after 11*

*possibly restrict some hours during the summer for residents*

Dovercourt

*Very pleased with commitment from TDC to achieve something positive*

*Important to keep, high street is busy so any help with free parking is great.*

## Appendix B Summary Walton-on-the-Naze / Brightlingsea

### Parking Permit Survey 2013 - Walton on the Naze

Of 73 businesses in Walton , 27 were closed or too busy

#### FOOTFALL IN TOWN

19% noticed an increase in footfall in the town

10% noticed no increase and some of the comments they made are as follows:

71% made no comment

#### FOOTFALL IN SHOP

16% Noticed an increase

11% noticed no increase

73% made no comment

#### CONTINUE WITH PERMIT

27% said continue with permit

73% made no comment

#### MODIFIED PERMIT

16% thought the permit should be modified

26% didn't think the permit should be modified

58% made no comment

#### SHOULD THERE BE RESTRICTIONS DURING THE SUMER HOLIDAY SEASON?

5% thought there should be parking permit restrictions during the main summer holiday period

11% thought there shouldn't be

84% made no comment

### Parking Permit Survey 2013 - Brightlingsea

Of 52 businesses surveyed – 2 were closed

#### FOOTFALL IN TOWN

15% noticed an increase in footfall in the town

37% noticed no increase and some of the comments they made are as follows:

52% made no comment

#### FOOTFALL IN SHOP

15% Noticed an increase

38% noticed no increase

46% made no comment

#### CONTINUE WITH PERMIT

56% said continue with permit

2% said do not continue

42% made no comment

#### MODIFIED PERMIT

23% thought the permit should be modified

25% didn't think the permit should be modified

52% made no comment

#### SHOULD THERE BE RESTRICTIONS DURING THE SUMER HOLIDAY SEASON?

13% thought there should be parking permit restrictions during the main summer holiday period

10% thought there shouldn't be

77% made no comment