

Proposal for Uplift in Car Parking Fees

1. Further to the information contained within the main body of the Financial Update and Balancing the Budget report, officers have reviewed the current car parking fees.
2. Gravesham's car parking fees were last increased in February 2019 and therefore, to ensure competitiveness and effective use of space, a complete review was required which created an opportunity to consider an increase in fees.
3. In terms of determining a proposal to increase our current car parking fees, during the review our objectives were to:
 - a. Retain the two-hour free parking on Saturdays
 - b. Retain the free of charge parking on Sundays
 - c. Retain the overnight free of charge parking every day from 6pm – 8am.
 - d. Keep our car parking fees close to the average fees charged across Kent whilst also recognising that Gravesham is unique in terms of transport links into London.
 - e. Continue to offer local workers and shoppers an advantageous price, over commuters, in our long stay car parks.
4. A range of different tariff increases were modelled using current usage levels, and following this extensive exercise, a tariff was selected that applies an incremental increase to each tariff band across our short and long stay car parks whilst also ensuring the objectives as outlined in section 3 of this report could be met.
5. The table below summarises the work that has been undertaken during the review and sets out the current tariff, the proposed tariff, the increase amount along with the averages across Kent and Gravesend Town Centre.

	SHORT STAY						LONG STAY						
	1 hr	2 hr	3hr	4 hr	All Day		1 hr	2 hr	3hr	4 hr	all day		
GBC current tariff	1.30	2.00	2.80	3.80	7.50		1.30	2.00	2.80	3.80	5.00		
GBC Proposed tariff	2.00	3.00	4.00	5.00	8.50		2.00	3.00	4.00	5.00	6.00		
Actual increase amount	70p	£1.00	£1.20	£1.20	£1.00		70p	£1.00	£1.20	£1.20	£1.00		

6. Should the proposed tariff be agreed by Members, it is likely to generate in the region of an additional £335,000 per annum based on current usage levels. The proposed fee increases are mitigated by the free parking periods, the discount schemes that the council offer to people that work in the town centre and to people who park on a regular basis and wish to purchase a season permit.
7. If Members agree to the proposal, the new tariff would be implemented with effect from 01 February 2024.