

**TO:** SWALE JOINT TRANSPORTATION BOARD  
**DATE:** Monday 13<sup>th</sup> June 2011  
**SUBJECT:** PROPOSED WITHDRAWAL OF VOUCHER PARKING SCHEME, FAVERSHAM  
**BY:** Head of Amenities & Environmental Services  
**Classification:** Unrestricted

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**Summary:** A report to update Members of further investigations into the proposed withdrawal of the existing Voucher Parking Scheme in Faversham.

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**Implications:**

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Human Resources Implications - None

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Finance Implications – Traffic Regulation Order & Associated Signing. Possible on-going costs or cost of installing ticket machines.

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Legal Implications – Traffic Regulation Orders to be made

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Crime & Disorder Implications (Section 17) - None

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Equalities & Diversity Implications – None

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Sustainability Implications – None

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Risk and Health and Safety Implications – None

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Corporate Plan Implications – Improving Community Safety through safer Highways.

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**Decision Required:** **That Members note the contents of the report and recommend that Officers proceed with one of the following options:-**

- **Withdrawal of Voucher Scheme & Retaining Residents Parking Scheme**
- **Continue to Operate Voucher Parking Scheme at an increased cost of 80p/hr.**

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### Introduction/Background

1. As part of the Faversham Parking Review, a consultation took place with residents on proposals to withdraw the existing Voucher Parking Scheme in Faversham.
2. The existing Voucher Parking Scheme is not economically viable, with the administration costs associated with running the scheme outweighing the income generated through the sale of the vouchers. In addition to this, there has been a reduction in the outlets available in the town where visitors can purchase vouchers. A more financially sustainable option therefore needs to be considered.

### Issue for Decision

3. There are three possible options for consideration. The first is to withdraw the existing Voucher Parking Scheme and change the restrictions to match those of the nearby Residents' Parking Scheme. The second is to replace the existing Voucher Scheme with

on-street pay and display ticket machines, and the third is to leave the existing Voucher Scheme in place but at an increase charge/hour to cover the on-going cost of the Scheme to the Local Authority. Each option will be discussed further below.

4. All options would require an amendment to the current traffic order.

#### Withdrawal of Voucher Scheme & Retaining Residents Parking Scheme

5. The consultation was based on removing the existing Voucher Scheme which would allow motorists without permits to park free of charge within the area for a maximum of two hours, with no return within four hours, between 8:30am and 5:30pm Monday to Saturday.
6. The consultation included residents of Briton Road, Dorset Place, Norman Road, Roman Road, Saxon Road, Stone Street, Union Street and Victoria Place. Of the 276 letters sent out, 99 responses were received, giving a response rate of 36 per cent. Although there was a marginal majority support for the removal of the Voucher Scheme from residents of Briton Road and Norman Road, 64 per cent and 57 per cent respectively, in other areas the majority of those residents responding to the consultation objected to the proposals.
7. The main issue raised by objectors to the Voucher Scheme removal was concern that by allowing non-permit holders to park for two hours, motorists would park on-street free of charge instead of using nearby pay and display car parks, and as such the available parking for residential permit holders would be substantially reduced with the Voucher Scheme removed. The area would then operate in the same way at the existing Residents' Parking Scheme in the Park Road area of Faversham.

#### Installation of On-Street Ticket Machines

8. Many consultees suggested the installation of ticket machines to replace the existing Voucher Scheme in the area. Comments were also received that Canterbury City Council had replaced a similar Voucher Scheme in their area with ticket machines around 4 years ago. The installation of ticket machines would allow non-permit holders to pay to park on street, and would minimise the effect on revenue taken in the nearby pay and display car parks.
9. To cover the current Voucher Parking Scheme area, there would need to be around 7 No. ticket machines installed. The cost of supplying and installing each machine would be around £3,500, so the total cost of installing ticket machines would be in the region of £24,500. In addition there would be maintenance costs and cash collection costs.
10. As well as the initial installation costs, which would take a considerable time to recoup through ticket sales, there is the issue of residents agreeing to the placing of machines outside of their properties. Some time ago, the Borough Council proposed to install ticket machines in Faversham, and was met with such a high level of objections that the scheme was abandoned. It is expected that similar objections could be received from these proposals. Consideration would also need to be given to the location of utilities' plant, including telephone and electricity cables, when positioning the new machines. Finally, there would be maintenance costs associated with the operation of the ticket machines and again this would need to be taken into consideration if Members recommended this option.
11. Due to the high costs compared with the income likely to be received this option is not recommended.

### Continue to Operate Voucher Parking Scheme at an increased cost of 80p/hr

12. The current cost of printing vouchers is £1,900 per 5,000 vouchers, equating to 39p per voucher allowing one hours parking. Parking is charged at 40p/hr. Other costs include one day of a staff member's time per month to distribute the vouchers, collect the income and pay commission to the outlets. The monthly income received from voucher sales is around £80 to £100. The total income for 2010/11 was £1,242.
13. An option with this scheme is to increase the cost of parking from the current 40p to 80p per hour which would bring these areas into line with the charges within car parks. This would result in a small increase in overall income and help cover the administration costs involved.

### **Recommendation**

14. Members are asked to note the comments of the report and recommend that Officers proceed with consultation with residents on one of the following options:-
- (a) Withdrawal of Voucher Scheme & Retaining Residents Parking Scheme
  - (b) Continue to Operate Voucher Parking Scheme at an increased cost of 80p/hr.

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Report approved by – Head of Amenities & Environmental Services

List of background documents –

Annex A – Results of original consultation on proposals to withdraw Voucher Parking Scheme  
Annex B – Plan showing extent of existing Voucher Parking Scheme