

**Committee: Cabinet**  
**Date: 5 September 2023**  
**Report Title: Parking Charges Review**

## **For Decision**

**Portfolio Holder:** Cllr R Bryan, Highways, Travel and Environment

**Local Councillor(s):** All councillors

**Executive Director:** J Sellgren, Executive Director of Place

**Report Author:** Matthew Piles  
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**Report Status:** Public

### **Brief Summary**

From 28 April 2023, the parking charges for level 3 locations were increased as part of our annual budgetary process. At Full Council on 13 July 2023, a petition was submitted by Mr Sims-Duff asking that the new charges in Weymouth car parks (level 3) be reduced to match those of other Dorset Council towns. Full Council agreed to refer the debate about parking charges to Cabinet.

This report explores the evidence on the impacts of the new charges to aid cabinet in deciding whether parking charges in Weymouth and other level 3 locations<sup>[1]</sup> (Charmouth, Lyme Regis, Portland, West Bay and West Bexington) should be reviewed.

### **Recommendation**

The committee are asked to review the evidence as shown in this report, for use in deciding if a change to the parking charges should be made whilst recognising the difficult balance that the council has to strike as it seeks to generate sufficient income through car park charges to maintain the council's car parks and contribute to the wider highway service.

To confirm Cabinet will request Place and Resources Scrutiny Committee to review car parking charges.

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<sup>[1]</sup> Charmouth and West Bexington are level 3 in the peak season and level 1 in the low season.

## **Reason for Recommendation**

The decision was made at Full Council to debate the new charges with the view that if the evidence clearly showed a detrimental affect due to the car parking policy, then change would be recommended.

Information has been gathered and presented in this report including:

- The consistency of charging
- Market comparison
- Parking revenue
- Visitor numbers
- Impact on residents, businesses, and visitors

## **Background**

1. Parking charges prior to Local Government Reorganisation in 2019 differed vastly across the Dorset council area due to being managed by the former district and borough councils and county council. During the period running up to the creation of Dorset Council, the Interim Section 151 Officer requested a paper on aligning off-street parking across the Dorset Council area: this decision was deferred for day one implementation.
  - i. In 2021, the first phase of the alignment was implemented. This saw the increase in parking charges in West Bay and Lyme Regis to align with Weymouth. It also saw the introduction of Sunday charging in locations that did not already have them and the standardisation of charging hours in car parks to 8am – 6pm<sup>1</sup>.
  - ii. Post phase 1 implementation, work continued on a new Dorset Council parking charging strategy using research, analysis and benchmarking to fully understand local areas. The purpose of the strategy was to recognise the differences in the coastal, town and rural makeup of Dorset, something that a standard tariff across Dorset Council car parks would not appreciate.
  - iii. There was stakeholder engagement throughout the strategy formation, which included town and parish councils, business improvement districts, chambers of commerce, local businesses, residents, disability actions groups, faith groups, community groups and doctor's surgeries/patient groups. The final strategy (see appendix 2) was taken to Dorset Council Place and Resources Overview Committee and Cabinet in the Autumn of 2021, where it was approved.

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<sup>1</sup> Except for Chesil and Portland Bill car parks, which are 24 hour charging as per the instruction of the owner.

- iv. In 2022, the second phase of the alignment was implemented, which saw the introduction of the new three-level charging strategy. Alongside this, two permits were made available; the [Short Stay](#) and [Flexi Stay](#) permit. Both permits are still available at the original price.
- v. At Place and Resources Scrutiny Committee in January 2023, Parking Services presented a post implementation review of the phase 2 parking charges. Scrutiny have asked for a report to be provided to the committee on car park usage, using data from the new pay and display machines. The car park usage report is due to be presented in late financial year 2023/2024.
- vi. From May 2023, the parking charges for level 3 locations were increased. This increase built on the three-level strategy that was implemented in 2022.

### **Three Level Strategy**

- i. Level one – rural localities. These locations typically have a smaller population, less facilities and less local public transportation. They are reliant in main on local custom.
- ii. Level two – market/shopping towns. These locations were selected by residents as the most popular places to shop in Dorset as part of the Shoppers Permit survey. They typically have a larger population, more facilities, and some local public transportation. They attract custom from the Dorset Council area and boundaries, some external visitor footfall.
- iii. Level three – coastal localities. They typically have a large population, many more facilities and better local public transportation than level one and two. These locations benefit from a much greater visitor footfall that other locations in the Dorset Council area do not see.

### **Permits**

- i. Residents on-street parking permits remain at £70 a year. This is a scheme in which residents buy a permit to cover a parking zone near their property, for example, in Dorchester, zone B Cornwall Road area. Parking spaces are not guaranteed.
- ii. The [short stay](#) car park permit is designed for short trips to car parks for shopping, medical appointments, leisure activities and so on. On introduction, it had been limited to residents and to certain car parks only but is now available to residents and non-residents and nearly all car parks. It is £78 a year and enables the holder to park for two hours every day. Prior to the implementation of this permit, there was an equivalent permit in West Dorset but not in the other former authority areas.

- iii. The purpose of the [Flexi Stay](#) car park permit is to protect residents, workers and businesses from the full charges. The evidence needed to apply for the permit has been reduced since introduction and more car parks have been added to it. It is £260 a year or £25 if paid monthly and enables the holder unlimited parking in most long stay car parks, and 2 hours parking in short stay car parks. Weymouth car park permits had been £546<sup>2</sup> and £325<sup>3</sup> prior to the implementation of the Flexi Stay.
- iv. The Restricted Mobility car park permit enables Blue Badge holders who meet certain criteria to park for 3 hours in Dorset Council car parks without charge. It is £15 and lasts for the lifetime of the holders Blue Badge (a maximum of 3 years).

## Blue Badges

In Dorset Council car parks, Blue Badge holders are entitled to one-hour extra parking on top of tariff purchased, for example, if a holder purchases a 30-minute ticket they can stay for 1 hour 30 minutes (the Blue Badge and clock must be displayed). Last figures recorded show that Dorset Council (joint with Sunderland Council) provides the highest number of Blue Badges to its residents<sup>4</sup>. This equates to 27,601 badges issued.

Blue Badge holders can park on-street (including for medical provision), as per the rules of the national scheme.

### 1. Assessing the impact of the charges

#### 1.1 Impacts

**1.1.1 Impact on consistency and clarity of charging.** There is now a consistent charging approach across the whole Dorset Council area, addressing the former differences in parking charging arrangements which existed under the former district and borough councils and the county council up to 2019. This approach is clearer and fairer for people using parking services across the Dorset Council area.

The charges were set following benchmarking with other coastal visitor destination car parks across the southwest. Below is a comparison of charges which shows Dorset Council's charges are in line with those of neighbouring authorities.

Cornwall Council has been used in place of Wiltshire Council and Torbay Council has been used in place of Somerset Council coastal

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<sup>2</sup> Season Ticket A (annual cost) included car parks: Nothe, Lodmoor, Beach, Swannery, Pavilion, Portland Bill, Overcombe, Magistrates Court.

<sup>3</sup> Season Ticket B (annual cost) included car parks: Nothe, Lodmoor, Beach, Chesil, Overcombe, Magistrates Court.

<sup>4</sup> Source: National Statistics, Blue Badge scheme statistics, England: 2021

locations as the demographic of the areas can be more likened to Dorset.

<b>Rural – level one</b>	30 mins	1 hour	2 hours	3 hours	4 hours	10 hours
<b>Dorset Council</b>	<b>£0.50</b>	<b>£0.70</b>	<b>£1.00</b>	<b>£1.50</b>	<b>£2.50</b>	<b>£4.00</b>
East Devon DC	£0.30	£1.00	x	x	x	£3.00
BCP Council	x	x	£0.80	£1.60	£2.10	£5.00
Somerset Council	x	x	£1.10	£1.60	£2.20	£2.70
New Forest DC	x	£1.00	£2.00	£2.50	£3.00	£5.00
Cornwall Council	£0.60	£1.00	£2.00	£3.00	£4.80	£6.00

<b>Town – level two</b>	30 mins	1 hour	2 hours	3 hours	4 hours	10 hours
<b>Dorset Council</b>	<b>£0.50</b>	<b>£1.00</b>	<b>£1.50</b>	<b>£2.20</b>	<b>£3.50</b>	<b>£6.00</b>
East Devon DC Low	£0.50	£1.00	x	x	x	£2.00
East Devon DC High	£0.75	£1.50	£3.00	£4.50	x	£4.50
BCP Council Poole	x	£1.20	£2.30	£3.50	£4.60	£11.50
BCP Council Christchurch	x	£1.00	£2.00	£3.00	£4.00	£6.90
Somerset Council	x	£1.10	£1.60	£2.60	£4.80	£7.10
New Forest DC	x	£1.00	£2.00	£2.50	£3.00	£5.00
Cornwall Council	£0.60	£1.00	£2.00	£3.00	£4.80	£6.00

<b>Coastal winter – level three</b>	30 mins	1 hour	2 hours	3 hours	4 hours	10 hours
<b>Dorset Council</b>	<b>£0.80</b>	<b>£1.50</b>	<b>£2.30</b>	<b>£3.30</b>	<b>£5.30</b>	<b>£9.00</b>
East Devon DC	£0.50	£1.00	£2.00	x	x	£2.00
BCP Council	x	£1.90	£3.60	£5.10	£6.40	£16.30
New Forest DC	x	£1.00	£3.00	x	£5.00	£9.00
Cornwall Council	x	£0.90	£1.50	£2.00	£2.50	£3.50
Torbay Council	x	£0.90	£1.30	x	£2.20	£3.30

<b>Coastal summer – level three</b>	30 mins	1 hour	2 hours	3 hours	4 hours	10 hours
<b>Dorset Council</b>	<b>£1.50</b>	<b>£3.00</b>	<b>£4.50</b>	<b>£6.00</b>	<b>£7.50</b>	<b>£15.00</b>
East Devon DC	£1.00	£2.00	£4.00	£6.00	£8.00	£8.00
BCP Council	x	£3.00	£6.00	£9.00	£12.00	£22.00
New Forest DC <sup>5</sup>	x	£1.00	£3.00	x	£5.00	£9.00
Cornwall Council	x	£2.20	£4.40	£5.50	£6.50	£10.00
Torbay Council	x	£1.70	£3.00	£4.30	£5.40	£10.50

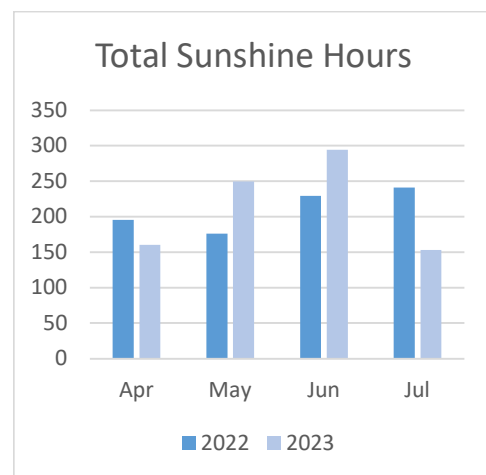
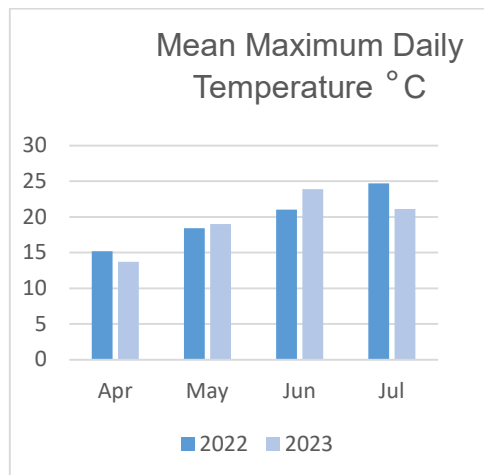
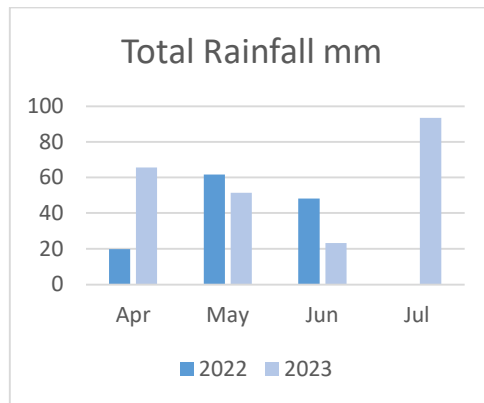
<sup>5</sup> New Forest District Council have longer charging hours in the high season (6am -10pm)

### 1.1.2 Impact on parking revenue and consequent impact on service delivery:

This table shows the percentage change in revenue for car parks and on-street parking 2022/23 to 2023/24, showing overall a clear improvement in parking revenue for Dorset Council:

	Apr	May	Jun	Jul
All car parks	13%	19%	22%	10%
Level 3	1%	34%	27%	1%
Level 2	23%	6%	12%	14%
Level 1	59%	33%	14%	24%
Harbours	8%	45%	49%	15%
On-street	-19%	-18%	11%	43%

It should be noted that the weather has a major impact on parking revenue. Graphs showing the comparisons between 2022 and 2023 of rainfall, daily temperature and sunshine hours can be seen below<sup>6</sup>:



<sup>6</sup> Source: Met Office, Hurn weather station.

April and July 2023 have been far wetter, cooler and had less hours of sunshine than 2022. Whereas May and June 2023 have been warmer and sunnier than the same time in 2022.

There is a identified maintenance plan for Dorset Council car parks, this includes cyclical vegetation maintenance work, lighting inspections and improvements and ground works. Surface and relining works have been completed in:

- Beach
- Lodmoor
- Portland Bill
- Top O'Town
- Holmbush
- West Bay Road

New pay and display machines were installed in level 3 car parks (including harbours) from the start of May 2023, level 2 from June 2023 and level 1 from July 2023. On-street machines were installed from June 2023.

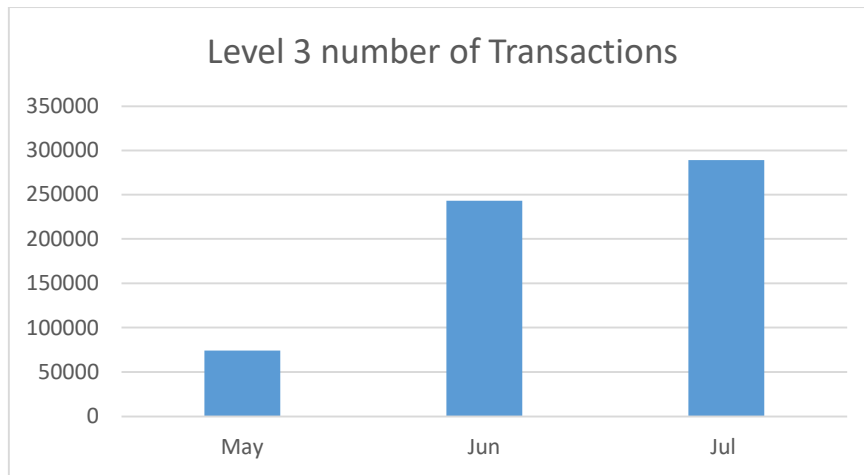
The new machines provide increased security and improved ease of use for the customer. The new machines accept cash, contactless card, and Google/Apple Pay. There is also cashless payment available in the car parks through Just Park.

The increased revenue has enabled the service to invest over £1m in car park maintenance in the last year, which has resulted in a significant improvement in service delivery.

### **1.1.3 Impact on visitor numbers and impact on car park usage**

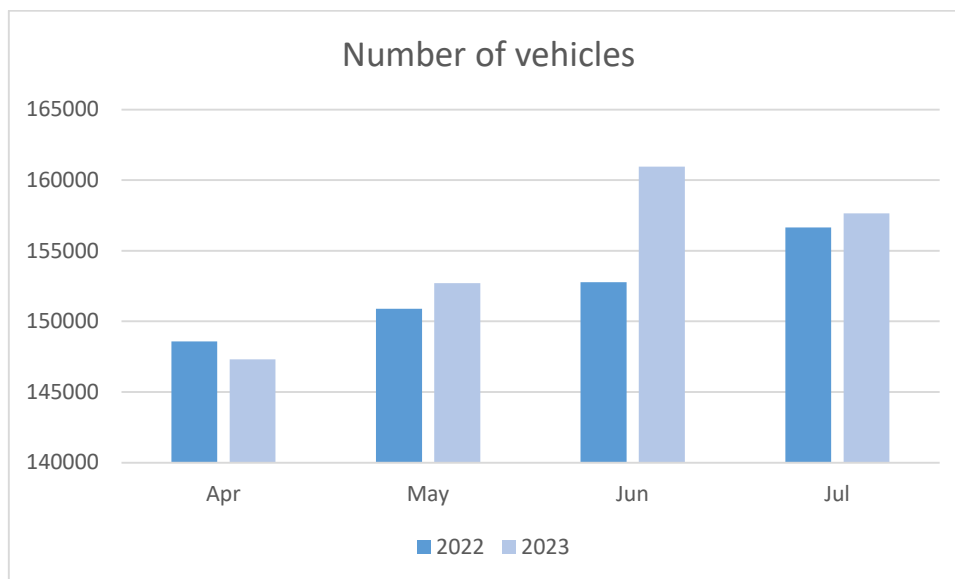
Transaction data could not be extracted from the old parking machines, so therefore car park usage data is limited to when the new machines were installed. We are therefore not able to measure whether car park usage has increased, reduced or stayed the same since the parking charges were increased.

The following graph shows the number of transactions in level 3 car parks that had the machines installed within the first two weeks of May:



The graph shows that the number of transactions has increased significantly since May but we do not have data from previous years to compare this with.

In terms of visitor numbers, traffic movement data has been analysed from certain points on Dorset Council’s major road routes; A354<sup>7</sup>, A3052, A351, A348, B3081, A3066, A353 and A350. The graph below shows the number of vehicles on those routes, 2022 compared to 2023:



This shows that there has been a small reduction in travel on those routes in April of this year, but an increase for May – July. June saw a significant rise; this could be due to improved weather.

### 1.14 Impact on residents, businesses and visitors

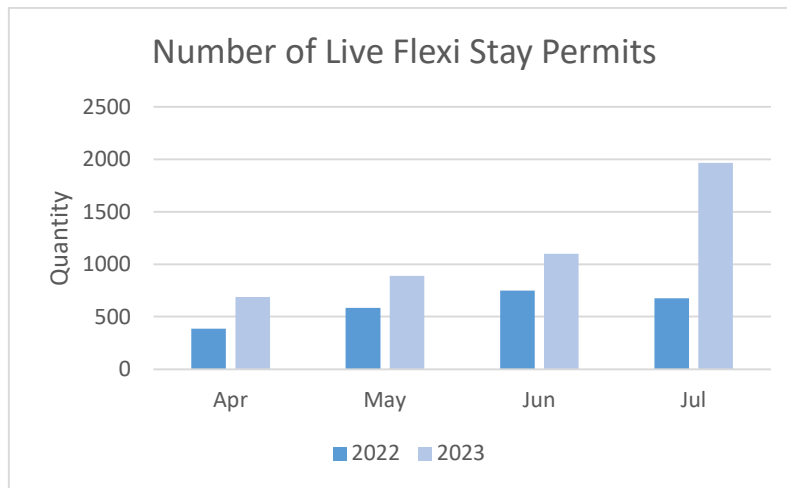
In terms of the financial impact, two permits – the [flexi permit](#) and the [short stay](#) permit - were put in place in April 2022 for people wishing to

<sup>7</sup> This is measured at two points.



park on a regular basis, offering a more cost-effective option for residents and workers.

The graph below shows the number of live Flexi Stay permits (taken on the first Monday of each month). There is a significant increase in live permits in July 2023, suggesting that more residents and workers are using the Flexi Stay for frequent long stay visits.



## 2. Financial Implications

Income generated through car park charging is reinvested in the Highways Service to the benefit of road users and other residents, visitors and businesses. Any reduction in car park income results in less funding directly available for the highway service. Consequently, Dorset Council would then have to:

- Reduce the spending on the highway service.
- Transfer funding from other services to support the highway service budget.

The net contributions to the Highways spend in recent years has been as follows:

- 2022/23: £6.1m (of a total Highways net income for the year £0.7m)
- 2021/22: £5.7m (of a total Highways net income for the year £2.7m)
- 2020/21: £5.2m (of a total Highways net income for the year £1.9m)

## 3. Natural Environment, Climate & Ecology Implications

The government is investing in active travel and aims for half of all urban journeys to be cycled, walked, or wheeled by 2030. This Council supports this aim in our 'Natural Environment, Climate and Ecology Strategy 2023 to 2025'. The proposed changes to parking charges will

contribute towards a reduction in car use for journeys where people have an alternative way to travel.

#### **4. Well-being and Health Implications**

We want Dorset to be a connected, sustainable place where people can lead active and healthy lives in an environment that is safe, clean and green. The recommendations in this report will help improve health and wellbeing by reducing unnecessary car journeys, improving air quality, encouraging active travel, and improving the public realm in particular for pedestrians and cyclists.

#### **5. Risk Assessment**

The risk that needs to be assessed is whether a reduction in parking charges will affect Parking Service's ability to cover the Highways costs that have been budgeted for this financial year.

Having considered this it is the officer's opinion that the level of risk has been identified as:

Current Risk: Medium

Residual Risk: Medium

#### **6. Equalities Impact Assessment**

A full Equalities Impact Assessment was completed as part of the Phase 2 Charging Strategy: [Parking charges transformation project phase 2 EQIA - Dorset Council](#). The assessment found that there were no negative impacts on Dorset Council residents' protected characteristics.

## 7. Appendices

### Appendix 1 - Mr N Sim-Duff Statement for Petition

The 3 tier carpark policy is unfair, unreasonable and no longer fit for purpose. It discriminates against all the beach towns, but especially Weymouth and is impacting badly on residents, businesses and tourists.

Firstly, it is unfair because the main carparks in beach towns are treble the prices of other towns in Dorset.

Secondly, it is unreasonable that prices have gone up 50% in a year in Weymouth whilst remaining the same in tier 2 towns. The period of high prices lasts nearly 30 weeks, yet tourists mainly visit for just 6-8 of those weeks.

Thirdly, the whole system is flawed. The pricing structure actively discourages people from spending time in Weymouth because the cost of spending 4 hrs is £7.50 and 5 hours or more is a brutal £15. Think about it, someone meeting a friend to shop and have lunch in Weymouth on a Saturday will each have to pay £15. It's totally unacceptable and understandably, people are staying away and the Council gets nothing! The 2 hr permit is a quick hit and run exercise and is not suitable for most people going about their daily business and should be scrapped. Free parking after 6pm is also no longer relevant. The day time economy of shops and cafe's in Dorset is subsidising the lucrative nighttime economy of bars and restaurants. It is time to end this practice as well.

In weymouth, the high parking charges have caused anger and frustration amongst residents, businesses and visitors. I have personally presented a petition of over 6000 names from these groups to clearly demonstrate the strength of feeling on this issue. You may have reject hundreds of names from visitors, but they are vital to our prosperity and their voice should be heard. The reputational damage to this Council and the tourist industry will not recover unless changes are made fast. The petition simply asks for a fair deal for Weymouth and other beach towns.

Simply put, carpark rates in other towns need to rise slightly and those in the Page 17 Appendix main carparks in beach towns should be reduced to the same level. This will create a fair, reasonable and equitable system across the whole county. I respectfully suggest that £1 an hour across all carparks, running from 8am to 9pm would create more revenue for the Council across a longer period with more footfall in Weymouth and more disposable income for users. Surely it is better to have 3 cars paying £1/hr than one grumpy car owner paying £3/hr.

I believe Dorset towns can and should accept a small rise in their parking to benefit the whole community of residents, businesses and our visitors across the whole county.

## Appendix 2 – Car Park Charging Strategy

## APPENDIX 2

### Car Park Charging Strategy

Autumn 2021

#### 1. Executive Summary

The purpose of this strategy is to align parking charges across Dorset Council locations. This will bring consistency and structure to charges. The strategy objectives are to:

- Implement a 3-level tariff structure that recognises the difference between coastal, town and rural locations.
- Support Dorset Councils goals to reduce carbon footprint.
- Fairer charging options for Dorset Council.

The strategy includes car park tariffs, on-street tariffs and car park permits only. On-street residents' permit schemes, blue badge schemes and health care permits are not included in this strategy.

#### 2. Background

Dorset Council Parking Services is currently working under the Parking Orders of the former six Councils, this has led to a disparity of tariffs between areas to the extent that some areas are free to park all day and others pay £9. An alignment of the Parking Orders is necessary to standardise charges to ensure equality for residents.

Parking charging cannot be considered in isolation, as the impact can create either a negative or positive ripple across a community and the surrounding areas. Thus, local needs and pressures have been investigated in formulating the charging structure.

Work on the strategy started in September 2020 with research, analysis and benchmarking activities. To fully understand local areas, there has been stakeholder engagement since March 2021, this will continue until the final strategy is taken to Dorset Council Overview Committee and Cabinet in the Autumn of 2021. The new charges are planned to be implemented in January 2022.

#### 3. Legal Duty

Legal advice was sought to confirm that the method for updating the parking charges follow guidance as per the Road Traffic Regulations Act 1984.

### 3.1 Consultation

Dorset Council are statutorily required to consult with the chief officer of police for the area before making the order under schedule 9 of the Road Traffic Regulations Act 1984. The former Council parking policies state that consultation is required with Chambers of Commerce, Business Improvement Districts and Town Councils as part of any charges review.

Dorset Council has chosen to undertake a non-statutory engagement in advance of publishing its proposals although there is no general duty to consult with the public at large. Engagement is also being undertaken with Parish Councils.

## 4. Charging Strategy

### 4.1 Levels

The Parking Charging Strategy is based on a 3-Level structure that acknowledges the rural, coastal and town locations that Dorset enjoys. It also takes into consideration Dorset's popular visitor and tourist destinations.

The following table shows which location sits under each level:

Level 1	Level 2	Level 3
<b>Location</b>	<b>Location</b>	<b>Location</b>
Beaminster	Blandford	Lyme Regis
Charmouth	Bridport	Portland
Ferndown	Dorchester	West Bay
Gillingham	Shaftesbury	Weymouth (Beach Area)
Sturminster Newton	Sherborne	
Verwood	Wareham	
West Bexington	Weymouth (shops)	
	Wimborne	

Level 1 is Dorset's smaller and more rural locations. It is proposed to have one all year-round charge for this level, except for West Bexington and Charmouth that will have a seasonal charge (see tariff in section 4.2 Proposed Car Park Tariff). Level 2 is Dorset's shopping destinations. It is proposed that there is one all year-round charge for these car parks.

Level 3 is Dorset's main tourist destinations. It is proposed that this level have seasonal charges. Weymouth appears in level 2 and 3. The car parks in Weymouth that are used for shopping will sit in level 2 and

the beach area car parks will sit in level 3. Swanage is not included on this table as the car parks are owned by the town council.

#### 4.2 Car Park Tariff

The following table shows the proposed tariff for each level:

	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	All day
Level 1 Low season	£0.50	£0.70	£1.00	£1.50	£2.50	£2.50	£4.00
Level 1 Peak season*	£1.00	£2.00	£3.00	£4.00	£5.00	£5.00	£10.00

\*Level 1 high season charges refer to Charmouth and West Bexington only

	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	All day
Level 2	£0.50	£1.00	£1.50	£2.20	£3.50	£3.50	£6.00

	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	All day
Level 3 Low season	£0.50	£1.00	£1.50	£2.20	£3.50	£3.50	£6.00
Level 3 Peak season	£1.00	£2.00	£3.00	£4.00	£5.00	£5.00	£10.00

The tariff simplifies current charges and aims to be logical and gradual. The three levels acknowledge the diversity of Dorset's locations, by having charges that suit the local environment.

The tariff supports local high streets as they are at a low rate (compared to benchmarked locations). It aims to keep charges at a point that will entice customers into the car parks, so that parking is not displaced onto residential roads. It intends to be priced at a point that customers will choose to use active or green forms of travel rather than driving.

Peak season charges are 1<sup>st</sup> April to 31<sup>st</sup> October, to cover the extended visitor season that is now seen in Dorset. Level 1 high season charges refer to Charmouth and West Bexington only, the other locations in level 1 and all locations in level 2 do not have seasonal charges as these car parks tend to be used by Dorset Council residents more so than visitors.

Peak season charges are aimed at visitors to Dorset, these charges are benchmarked to similar tourist destinations. Level 3 low season matches level 2, which enables residents to access our tourist destinations at the same cost during the low season.

#### 4.2.1 Motorhome/Campervan Bays

Car parks that have motorhome/campervan bays will charge a higher amount for those bays as they are much larger than the standard car park bay. The following table shows the proposed motorhome/campervan bay tariff for each level:

	Short stay				Long stay	
	1 hour	2 hours	3 hours	4 hours	4 hours	All day
Level 1 Low season	£1.00	£1.50	£2.00	£3.00	£3.00	£5.00
Level 1 High season	£2.50	£3.50	£4.50	£5.50	£5.50	£13.00
Level 2	£1.50	£2.00	£3.00	£4.00	£4.00	£7.00
Level 3 Low season	£1.50	£2.00	£3.00	£4.00	£4.00	£7.00
Level 3 High season	£2.50	£3.50	£4.50	£5.50	£5.50	£13.00

#### 4.2.2 Commercial Car Parks

Commercial car parks that have coach and lorry bays will charge a higher amount for those bays as they are much larger than the standard car park bay. The following table shows the proposed commercial tariff:

Level 1, 2 and 3	2 hours	6 hours	All day	7-day ticket	Overnight charge*
Proposed commercial	£3.50	£7.00	£15.00	£85.00	£15.00

Motorhome/campervan will only be permitted to park in commercial car parks from 8am-6pm.

\*This only applies where the parking orders allow overnight parking.

#### 4.2.3 Park and Ride, Weymouth

The purpose of the Park and Ride is to encourage parking on the outskirts of Weymouth, to reduce traffic and pollution in Weymouth town centre. Due to this the Park and Ride will sit in level 1 with no season changes, as follows:

Level 1	Long stay	
	4 hours	All day
All year	£2.50	£4.00

#### 4.2.4 Purbeck Park, Corfe Castle

Purbeck Park is not a park and ride. The purpose of Purbeck Park is to encourage parking on the outskirts of Corfe Castle, to reduce traffic and pollution in the village. Due to this, this Purbeck Park will sit in level 2 with no season changes, as follows:

Level 2	Long stay	
	4 hours	All day
All year	£3.50	£6.00

#### 4.3 Proposed Dorset Car Park Permit

There are currently approximately 76 different car park permits that are issued across Dorset Council. As part of this strategy the former permits will be discontinued in a phased approach (live permits will not be withdrawn but will be replaced by the new 'Dorset Car Park Permit(s)' when they expire).



There will be eligibility criteria for permit applications and the vehicle must be registered in the name of the permit holder. Residents will need to prove that they are a resident of Dorset Council. Businesses will need to prove that they pay business rates (or equivalent) to Dorset Council. People who work in the Dorset Council area will need to evidence this to be eligible for the permit.

There are two car park permits:

#### 4.3.1 Pop & Shop Car Park Permit

The Pop & Shop permit allows the holder to park in the majority short stay car parks across the whole of the Dorset Council area for 2 hours every day of the week. The pop & shop permit can be purchased annually for £78 a year.

#### 4.3.2 Live, Work & Play Car Park Permit

The Live, Work & Play permit can be used in the majority long stay and short stay (time limited) car parks across the whole of the Dorset Council area. The proposed price for the long stay car park permit is £260 a year or £25 a month including an administration fee if paid for monthly. Holders must sign-up to this permit for a minimum of 6 months.

#### 4.4 Proposed On-Street Tariff

The following table shows the proposed tariff for each level:

		30 mins	1 hour	2 hours	3 hours	4 hours	10 hours	Overnight charge*
<b>Level 2</b>	Car park charges	£0.50	£1.00	£1.50	£2.20	£3.50	£6.00	Free
	<b>Proposed on-street</b>	<b>£1.00</b>	<b>£1.50</b>	<b>£2.00</b>	<b>£3.00</b>	<b>£4.00</b>	<b>£8.00</b>	<b>£2</b>
<b>Level 3</b>	Car park charges	£1.00	£2.00	£3.00	£4.00	£5.00	£10.00	Free
	<b>Proposed on-street</b>	<b>£1.50</b>	<b>£2.50</b>	<b>£3.50</b>	<b>£4.50</b>	<b>£6.00</b>	<b>£12.00</b>	<b>£4</b>

\*Overnight charge for dual resident permit and Pay & Display bays only

On-street charges are higher than car park charges to encourage drivers into car parks in accordance with the local transport plan. This helps to keep town centres clear of traffic and thus supports the safety of active transport users and supports Dorset Council's economic

growth and climate change agenda. It also helps to keep parking spaces clear for Blue Badge holder use.

This tariff is for locations that already have on-street charging. There are no on-street charges in Level 1 locations at present.

## **5. Charging Strategy Review**

Charges will be reviewed annually. When reviewing parking charges Dorset Council will take into account a large number of factors, including but not limited to:

- a. The recovery of expenditure incurred on the provision and management of the public car parks to avoid this financial burden falling on to the council taxpayer and depriving other vital council services of crucial funds.
- b. The parking charges of its competitors, including the charges made by private sector car parks within the local area, as well as comparing its charges with Dorset's Town Councils.
- c. The effectiveness of short-term parking charges in town centre car parks in facilitating turnover of car parking spaces in order to attract more visitors/shoppers to the town centres.
- d. The demand for car parking, as evidenced by occupancy rates at different time and date points.
- e. The consumer price index to understand the impact of inflation rate on parking charges.

Any increase in charges will be subject to the usual legal procedure for consultation and advertisement.

## **6. Conclusion**

The Parking Charging Strategy will enable Dorset Council to align parking charges that are currently inconsistent across Dorset, which is unfair for residents. It also appreciates that Dorset's areas are unique by having a 3-level charging structure and utilises prime locations.

Through the strategy Parking Services will be assisting Dorset Council's goal to reduce the carbon footprint and it will also give residents fairer options when paying for parking.