

CAPITA



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Vale of Glamorgan Parking Strategy

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Contents

1. Executive Summary	1
2. Introduction	2
3. Town Centre Car Parks	4
4. Coastal Car Parks	14
5. Country Parks Car Parks	25
6. On-Street Car Parking	32
7. Civil Parking Enforcement Business Case	49
8. Technology	50
9. Conclusion	51

Appendices

Appendix A - Location of Car Parks across the Vale of Glamorgan
Appendix B - Comparison of Tariffs across Wales
Appendix C - Potential Displacement Parking
Appendix D - Total Existing Coastal Income Figure (3 Years)

1. Executive Summary

1.1 Introduction

Good parking management is an important tool that can contribute towards achieving the Council's wider transport, economic and planning policy objectives. Well thoughtout parking policies and effective enforcement can influence travel patterns, sustain the local economy, balance competing demands for road space, relieve congestion and contribute to sustainable outcomes.

Conversely, parking which is not properly regulated can exacerbate congestion on the road network, reduce the reliability of public transport, impact adversely on the local economy and create road safety problems. Parking services are highly visible to residents, local businesses and visitors. In particular, enforcement needs to be seen as fair, effective and proportionate if it is to retain public confidence.

Designed to complement the Income Generation and Commercial Opportunities Strategy 2017 – 2020, this Strategy proposes to introduce measures designed to:

- Strengthen economic and regeneration opportunities by introducing improved more efficient car park management;
- Provide value for money to all car park users;
- Improve access to facilities and attractions through the Vale of Glamorgan and
- Improve the visitor experience.

2. Introduction

2.1 Background

In 2013, Capita Real Estate and Infrastructure undertook a study in to off-street and on-street car parking within Barry and Cowbridge with a view of possibly introducing car parking charges. Subsequent to the outcome of the 2013 study, Capita Real Estate and Infrastructure completed an additional addendum report in 2015, as well as a Car Parking Strategy for Country Parks in 2016 and Leisure Centres in 2017.

Having considered the previous reports, the purpose of this Parking Strategy is to present updated parking proposals for the different car park types throughout the Vale of Glamorgan. This Parking Strategy therefore provides:

- A review of the previous reports;
- An update to the proposed charging tariffs;
- Evaluation of the appropriate charging methods and infrastructure requirements; and
- A desktop review of the potential impacts of the introduction of car park charges across the Vale of Glamorgan.

It is acknowledged that parking is a complex subject upon which many stakeholders will have wide ranging and diverse opinions. What cannot be disputed is the fact that parking comes at a cost, and this cost must be recovered. Within an environment of reduced budgets and cut backs it is no longer sustainable to offer free parking.

This Parking Strategy, complements the Income Generation and Commercial Opportunities Strategy 2017 – 2020. This Strategy proposes to introduce measures designed to:

- Strengthen economic and regeneration opportunities by introducing improved more efficient car park management;
- Provide value for money to all car park users;
- Improve access to facilities and attractions through the Vale of Glamorgan and
- Improve the visitor experience.

The following outlines a framework for introducing charging within council controlled car parks across the Vale of Glamorgan.

2.2 Report Structure

This report is structured as follows:

- Chapter 1 – Executive Summary;
- Chapter 2 – Introduction;
- Chapter 3 – Town Centre;
- Chapter 4 – Coastal;
- Chapter 5 – Country Parks;
- Chapter 6 – On-Street Car Parking;
- Chapter 7 – Civil Parking Enforcement;
- Chapter 8 – Technology and
- Chapter 9 – Conclusion

For the purposes of this report, parking at rail stations has been excluded. In order to encourage more sustainable travel, it was agreed that parking charges would not be introduced at car parks that were only used by rail users.

It was also agreed the parking at Leisure Centres across the area would be excluded. There is the potential that ownership of these car parks might be transferred to Legacy Leisure, who would then control car park management.

The location of all car parks referenced in this Parking Strategy are located in Appendix A.

3. Town Centre Car Parks

3.1 Introduction

Town centres are the hub of local communities. They are the place where people come together to work, shop and socialise. Parking has a big role to play in the fortunes of a town centre. Too little parking can hamper development. Too much can result in under-utilised resources and undermine the promotion of sustainable transport. A balance needs to be achieved between supply and demand.

3.2 Review of 2013 and 2015 Town Centre Car Park Study

In 2013, comprehensive snapshot surveys of existing parking demand and supply in Barry and Cowbridge town centres were carried out and compared to similar surveys in 2003. The report concluded that there are unlikely to be significant adverse effects in Barry caused by long-stay or short-stay parking migrating to residential streets as a result of the introduction of car park charges. In Cowbridge, it was expected many drivers would not be encouraged to park in residential areas further away than they do now. However, there could be some problem areas.

The initial 2013 report indicated for the car parks involved in this study, that seven Pay and Display machine would cost £28,000 to buy and install, equivalent to £2,800 per annum over ten years, in addition to maintenance and tickets at £500 per machine, per year. The total annual machine cost was approximately £6,300 (£500 x 7 machines + £2,800 per annum).

The Addendum Report provided an update to the 2013 Study, particularly to ensure that the 2013 report is still valid and relevant. The 2015 Addendum Report draws on comparable town centre parking tariffs for across Wales, and subsequently concluded that the recommendations made within the initial 2013 report are still valid. The updated report justified that the need for the introduction of parking charges within Barry and Cowbridge are required to primarily manage parking and ensure the most efficient and effective use of spaces.

3.3 Long and Short Stay Parking

A key objective of this Parking Strategy is to improve access to town centre facilities. This can be achieved by better managing parking resources and ensuring better utilisation of spaces. It is important that shoppers have access to the most convenient parking locations and that commuters and town centre employees park in locations that are further away from the town centre. As a result, consideration is given to the different user groups that utilise the car parks in the town centre, for example; commuters, employees, recreational and leisure.

Consequently, it is recommended that action be taken to designate town centre car parks into short and long stay zones. Short stay parking will be at those parking spaces in the most convenient locations. Tariffs will be designed to attract short stay parking and to deter stays of over 4 hours. Conversely long stay parking will be situated in car parks further away from the town centre and offer tariffs that are more attractive to long stay parking.

Table 3.1 provides a breakdown of the short stay designated town centre car parks throughout the Vale of Glamorgan.

Table 3.1 – Proposed Short Stay Car parks in the Vale of Glamorgan

Barry	Cowbridge	Llantwit Major
Kendrick Road	The Butts	Boverton Road
Thompson-street	Town Hall Square	Le Pouliguen Way
Wyndham Street	Southgate	Town Hall (Burial Lane)
		Wine Street

There are two proposed long stay car parks in the Vale of Glamorgan. The first is Court Road Multi-Storey car park, in Barry. The second is the Civic Centre car park, in Barry, which will open on weekends / bank holidays and provide long stay parking opportunities.

3.4 Proposal

A report by the Association of Town and City Management 'In Town Parking What Works?' identified the ten most important factors that customers consider when selecting a car park. As revealed in Table 3.2, 'Tariffs' were ranked fourth, after location, personal safety and safe environment.

Table 3.2 – Factors that influence parking decisions¹

Ranking	Car park Users
1	Location
2	Personal safety
3	Safe environment
4	Tariffs
5	Ease of access
6	No/little queuing
7	Number of spaces
8	Effective surveillance
9	Size of parking space
10	Appropriate lighting

This evidence is reinforced by the 'Assessing the impact of car park charging on town centre Footfall' report submitted to the Welsh Government in 2015 which suggests that the 'Price of Parking' is ninth on a list of 11 factors that influence parking decisions.

Prior to selecting the appropriate tariff for town centre parking in the Vale of Glamorgan, a review was undertaken of town centre parking charges across Wales (Appendix B). It is clear from this evidence that the tariffs (Table 3.3) proposed in this Strategy offer value for money for shoppers, commuters and visitors in comparison to other town centres across Wales.

Table 3.3 – Proposed Town Centre Parking Tariffs

Duration	Up to 2 Hours	Up to 3 Hours	Up to 4 Hours	Up to 5 Hours	All Day
Short Stay	Free	£1.00	£2.00	£5.00	£6.00
Long Stay	Free	£1.00	£2.00	£4.00	£5.00

The tariffs have been developed in consultation with Vale of Glamorgan Council Officers.

¹ <http://thegreatbritishhighstreet.co.uk/pdf/GBHS-What-Works.pdf?2>

3.5 Forecast Revenue

To understand the potential forecast revenue generated from the introduction of car parking charges in the town centres across the Vale of Glamorgan, two occupancy snapshot surveys were completed in 2018; the first snapshot survey was completed on Monday 26th February, a cloudy overcast day, while the second snapshot survey was completed on Saturday 10th March, a cloudy day with scattered showers. The surveys were conducted between 10:00 and 16:00.

A summary of the occupancy from the snapshot surveys is provided in Table 3.4. This highlights that the car parks throughout the town centre are operating at, or over-capacity.

Table 3.4 – Snapshot Survey Occupancy Data

Town Centre	Car Park	26.02.2018 Survey Occupancy	10.03.2018 Survey Occupancy
Barry	Kendrick Road	100%	100%
	Thompson-street	100%	105%
	Wyndham Street	99%	99%
Cowbridge	Southgate	118%	94%
	The Butts	107%	115%
	Town Hall Square	125%	114%
Llantwit Major	Boverton Road	112%	62%
	Le Pouliguen Way	95%	95%
	Town Hall - Burial Lane	77%	96%
	Wine Street	125%	88%

Where the occupancy data in Table 3.4 was over 100% occupied, this was a direct consequence of vehicles parked illegally in the surveyed car park. Where car parks were over-capacity as a result of illegal parking, the forecast revenue (Table 3.5) only considers up to 100%.

The forecast revenue at this stage includes VAT.

Table 3.5 – Summary of forecast revenue for Town Centre car parks

Occupancy	Total Weekday	Total Weekend	Forecast Annual Revenue
100%	£384,176	£156,291	£540,467
25% Survey	£96,044	£39,073	£135,117
50% Survey	£192,088	£78,146	£270,234
75% Survey	£288,132	£117,218	£405,350

Tables 3.6 – 3.9 are used to highlight how the occupancy levels from the weekday and weekend surveys can provide a forecast annual revenue. It should be noted that the revenue forecasts are based on estimated lengths of stay. Parking duration information was unavailable, therefore, it was agreed that duration would be split equally across all tariff types. Consequently the forecast revenue acts as a guide to indicate potential income.

Table 3.6 – Short Stay Car Park Forecast Revenue - Weekday (Monday - Friday)

Short Stay Car Park Forecast Revenue - Weekday (Monday - Friday)													
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 26.02.2018	Estimated Users Paying Each Tariff ²					Forecast Annual Revenue based on 100% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 25% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 50% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 75% occupancy from 26.02.18 survey
					Up to 2hrs (Free)	Up to 3hrs (£1)	Up to 4hrs (£2)	Up to 5hrs (£5)	All Day (£6)				
Barry	Kendrick Road	14	14	100%	2.8	2.8	2.8	2.8	2.8	£10,192	£2,548	£5,096	£7,644
Barry	Thompson Street	19	19	100%	3.8	3.8	3.8	3.8	3.8	£13,832	£3,458	£6,916	£10,374
Barry	Wyndham Street	74	73	99%	14.6	14.6	14.6	14.6	14.6	£53,144	£13,286	£26,572	£39,858
Cowbridge	Southgate	17	17	100%	3.4	3.4	3.4	3.4	3.4	£12,376	£3,094	£6,188	£9,282
Cowbridge	The Butts	27	27	100%	5.8	5.8	5.8	5.8	5.8	£21,112	£5,278	£10,556	£15,834
Cowbridge	Town Hall Square	142	142	100%	28.4	28.4	28.4	28.4	28.4	£103,376	£25,844	£51,688	£77,532
Llantwit Major	Boverton Road	26	26	100%	5.2	5.2	5.2	5.2	5.2	£18,928	£4,732	£9,464	£14,196
Llantwit Major	Le Pouliguen Way	73	69	95%	13.8	13.8	13.8	13.8	13.8	£50,232	£12,558	£25,116	£37,674
Llantwit Major	Town Hall - Burial Lane	48	37	77%	7.4	7.4	7.4	7.4	7.4	£26,936	£6,734	£13,468	£20,202
Llantwit Major	Wine Street	16	16	100%	3.2	3.2	3.2	3.2	3.2	£11,648	£2,912	£5,824	£8,736
Total										£321,776	£80,444	£160,888	£241,332

² Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 3.7 – Long Stay Car Park Forecast Revenue - Weekday (Monday - Friday)

Long Stay Car Park Forecast Revenue - Weekday (Monday - Friday)													
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 26.02.2018	Estimated Users Paying Each Tariff ³					Forecast Annual Revenue based on 100% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 25% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 50% occupancy from 26.02.18 survey	Forecast Annual Revenue based on 75% occupancy from 26.02.18 survey
					Up to 2hrs (Free)	Up to 3hrs (£1)	Up to 4hrs (£2)	Up to 5hrs (£4)	All Day (£5)				
Barry	Court Road Multi Storey	224	100	45%	20	20	20	20	20	£62,400	£15,600	£31,200	£46,800
Total										£62,400	£15,600	£31,200	£46,800

³ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 3.8 – Short Stay Car Park Forecast Revenue - Weekend (Saturday & Sunday)

Short Stay Car Park Forecast Revenue - Weekend (Saturday & Sunday)													
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 10.03.2018	Estimated Users Paying Each Tariff ⁴					Forecast Annual Revenue based on 100% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 25% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 50% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 75% occupancy from 10.03.2018 survey
					Up to 2hrs (Free)	Up to 3hrs (£1)	Up to 4hrs (£2)	Up to 5hrs (£5)	All Day (£6)				
Barry	Kendrick Road	14	14	100%	2.8	2.8	2.8	2.8	2.8	£4,077	£1,019	£2,038	£3,058
Barry	Thompson Street	19	19	100%	3.8	3.8	3.8	3.8	3.8	£5,533	£1,383	£2,766	£4,150
Barry	Wyndham Street	74	74	100%	14.8	14.8	14.8	14.8	14.8	£21,549	£5,387	£10,774	£16,162
Cowbridge	Southgate	17	16	94%	3.2	3.2	3.2	3.2	3.2	£4,659	£1,165	£2,330	£3,494
Cowbridge	The Butts	27	27	100%	5.4	5.4	5.4	5.4	5.4	£7,862	£1,966	£3,931	£5,897
Cowbridge	Town Hall Square	142	142	100%	28.4	28.4	28.4	28.4	28.4	£41,350	£10,338	£20,675	£31,013
Llantwit Major	Boverton Road	26	17	65%	3.4	3.4	3.4	3.4	3.4	£4,950	£1,238	£2,475	£3,713
Llantwit Major	Le Pouliguen Way	73	69	95%	13.8	13.8	13.8	13.8	13.8	£20,093	£5,023	£10,046	£15,070
Llantwit Major	Town Hall - Burial Lane	48	47	98%	9.4	9.4	9.4	9.4	9.4	£13,686	£3,422	£6,843	£10,265
Llantwit Major	Wine Street	16	14	88%	2.8	2.8	2.8	2.8	2.8	£4,077	£1,019	£2,038	£3,058
Total										£127,837	£31,959	£63,918	£95,878

⁴ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 3.9 – Long Stay Car Park Forecast Revenue - Weekend (Saturday & Sunday)

Long Stay Car Park Forecast Revenue - Weekend (Saturday & Sunday)													
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 10.03.2018	Estimated Users Paying Each Tariff					Forecast Annual Revenue based on 100% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 25% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 50% occupancy from 10.03.2018 survey	Forecast Annual Revenue based on 75% occupancy from 10.03.2018 survey
					Up to 2hrs (Free)	Up to 3hrs (£1)	Up to 4hrs (£2)	Up to 5hrs (£4)	All Day (£5)				
Barry	Civic Centre	140	14	35%	2.8	2.8	2.8	2.8	2.8	£3,494	£874	£1,747	£2,621
Barry	Court Road Multi Storey	224	100	45%	20	20	20	20	20	£24,960	£6,240	£12,480	£18,720
Total										£28,454	£7,114	£14,227	£21,341

3.6 Potential Displacement Parking

Potential displacement issues are shown in Appendix C. Table 3.10 shows where each off-street car park potential displacement parking is located.

Table 3.10 – Location of off-street car park in Appendix C.

Location	Car Park	Appendix
Barry	Kendrick Road	C1
Barry	Thompson-street	C1
Barry	Wyndham Street	C1
Barry	Civic Centre	C1
Barry	Court Road Multi Storey	C1
Cowbridge	Southgate	C3
Cowbridge	The Butts	C3
Cowbridge	Town Hall Square	C3
Llantwit Major	Boverton Road	C4
Llantwit Major	Le Pouliguen Way	C4
Llantwit Major	Town Hall - Burial Lane	C4
Llantwit Major	Wine Street	C4

3.7 Infrastructure Requirements

Vale of Glamorgan Officers are committed to making sure it considers a full range of infrastructure requirements and technological innovations.

Following consultation with Council Officers it was agreed that traditional Pay and Display machines, with Pay by Phone and Contactless technology would be suitable for collecting car parking charges.

This method offers a simple, easily understood method of payment for users which is economical to install and maintain. The benefit of using a Pay and Display machine is that if no mains power is available, then the machine can use either solar or battery power option. Whilst no barrier control is required unlike pay on exit systems, enforcement requires regular monitoring through an on-site parking attendant who issues Parking Charge Notices (PCNs).

An additional benefit of a Pay and Display system is that it can also be integrated with other smart technologies. There are a range of Pay and Display machines available which allow different methods of payment:

- Coin payments only (with no change given);
- Coin, cash and card payment; and
- Card only - usually used in conjunction with payment via phone (automated telephone line) or via an application downloaded on to a smart phone.

It is recommended that the Pay and Display machines across town centre car parks within the Vale of Glamorgan provide the opportunity for contactless payment. It is suggested that the machines are programmed to request the vehicles number plate, prior to making payment, this will reduce any ticket transfer issues.

Table 3.11 provides an estimate of the number of Pay and Display machines that may be required if the Parking Strategy proposals are implemented. Table 3.11 also outlines estimated costs for purchasing and installing the machines⁵.

Many factors can influence the price paid to install and purchase a machine. For example, at some locations installation cost may be more expensive as connecting electricity supply may be difficult. In addition, machines in more coastal locations may need to be made to a higher quality with specific weather proofing provided in order to withstand coastal conditions.

The estimated costs may also vary if use is made of existing Pay and Display machine stock. Economies of scale are achieved when purchasing with a supplier or an alternative method to purchasing such as leasing the machines is implemented.

The cost of operating Pay and Display machines will also need to include operational costs such as paper for ticket printing. Data taken from Capita Real Estate and Infrastructure who are operating parking services in an English local authority indicate an approximate cost of 3 pence per ticket, however, this can vary depending on the machine operated and costs can be anywhere between 1p and 5p per ticket.

Growth in electric vehicle ownership is set to increase dramatically in the next few years, with some predicting that 90% of new vehicles will be electric by 2050. Consequently, the Vale of Glamorgan will need to consider all vehicle electric charging points in a separate Strategy.

⁵ Capital installation and infrastructure costs per machine are £10,000. Maintenance costs are £1,500.

Table 3.11 – Off-street town centre car park Infrastructure Costs

Town Centre Car Park	Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Kendrick Road	14	1	£10,000	£1,500
Thompson Street	19	1	£10,000	£1,500
Town Hall Square	142	4	£40,000	£6,000
Boverton Road	26	1	£10,000	£1,500
Wine Street	16	1	£10,000	£1,500
Wyndham Street	74	3	£30,000	£4,500
Southgate	17	1	£10,000	£1,500
The Butts	27	1	£10,000	£1,500
Town Hall - Burial Lane	48	2	£20,000	£3,000
Le Pouliguen Way	73	3	£30,000	£4,500
Civic Centre	140	5	£50,000	£7,500
Court Road Multi Storey	224	8	£80,000	£12,000
	Total	31	£310,000	£46,500

4. Coastal Car Parks

4.1 Introduction

Across the Vale of Glamorgan there are a wide range of coastal attractions. Some of these attract visitors from across the UK while others primarily appeal to locals. The demand generated by visitors increases the need for improved car park management to enhance the parking experience for everyone.

4.2 Review of Existing Car Parking Charges

Table 4.1 outlines the car parks in the coastal areas of the Vale of Glamorgan that users currently pay to use.

Table 4.1 – Location of Existing Coastal Car Parking Charges

Barry Island	Ogmore by Sea	Southerndown
Harbour Road	Rivermouth	Brig-Y-Don
Harbour Road Overflow		Cymlau
Nells Point		

In the coastal car parks that tariffs currently apply, there are four methods that users can purchase their ticket by. The four methods include:

1. Payment by Cash (Coins only)
This method requires the use to pay with the correct change as the parking meters do not give change;
2. Pay by Phone
Initial registration is required;
3. Payment via Text
Initial registration is required; and
4. Payment via Smartphone Application
The application is required to be downloaded and registration is necessary.

The existing tariffs comprise of different charges subject to the seasonable periods. The summer period is the 15th of March to 30th September (28 weeks), while the winter period is the 1st of October to 14th March (23 weeks). The existing tariffs vary depending on time of day and vehicle.

A summary of the existing tariff structure is available in Table 4.2.

Table 4.2 – Charging Tariffs⁶

Car Parks	Vehicle Type / Time / Tariffs
Summer (15 March – 30 September)	
<ul style="list-style-type: none"> Harbour Road (Barry Island); and Nell's Point Barry (Barry Island) 	<ul style="list-style-type: none"> 08:00 – 16:00 Cars (0 – 1 hour) - £1.00 Cars (1+ hours) - £6.00 Coaches - £12.00 16:01 – 23:00 Cars (0-1 hour) - £1.00 Cars (1+ hours) - £3.00 Coaches (£6.00)
Winter (01 October – 14 March)	
<ul style="list-style-type: none"> Harbour Road (Barry Island); and Nell's Point Barry (Barry Island) 	Cars (0-1 hour) - £1.00 Cars (1+ hours) - £3.00 Coaches (£6.00)
Coastal Car Parks (No Seasonal Variation)	
<ul style="list-style-type: none"> Brig-Y-Don (Southerndown), Cymlau (Southerndown); and Rivermouth (Ogmore by Sea). 	<ul style="list-style-type: none"> 08:00 – 16:00 Cars (0 - 1 hour) - £1.00 Cars (1+ hours) - £6.00 Coaches - £12.00 16:01 – 23:00 Cars (0 - 1 hour) - £1.00 Cars (1+ hours) - £3.00 Coaches - £6.00

The off-street coastal car parks listed in Table 4.2 will not be subject to consultation in this Parking Strategy as they are already chargeable. Data in Appendix D, provided by the Vale of Glamorgan highlight the overall total for income for each chargeable location from 2014 – 2017.

4.3 Proposals

It is recommended that the seasonal periods for summer and winter charging are changed, as outlined in Table 4.3.

Table 4.3 – Seasonal Parking Periods

Season	Existing	Proposed
Summer	15 th March – 30 th September (28.5 weeks)	01 st March – 31 st October (30.5 weeks)
Winter	01 st October – 14 th March (23.5 weeks)	01 st November – 28 th February (21.5 weeks)

The updated and proposed tariff structure, for all coastal car parks in the Vale of Glamorgan is outlined in Table 4.4 and is recommended to be introduced in the following car parks that are currently free:

⁶ <http://www.valeofglamorgan.gov.uk/en/living/Parking/Coastal-Car-Parking-Charges.aspx>

- **Barry** – Cold Knap, Bron Y Mor;
- **Llantwit Major** – Cwm Col Huw;
- **Ogmore by Sea** – Portabello;
- **Penarth** – Llwyn Passat, Cliff Walk; and
- **Southerndown** – West Farm

Prior to the introduction of charges, it is recommended that a feasibility study is undertaken to assess each parks suitability. In some locations infrastructure improvements maybe required to improve the parking environment. As a result, the cost of potential enhancements will need to be balanced against potential revenue forecasts to ascertain the viability of each car park.

Table 4.4 – Proposed Tariffs for coastal car parks in the Vale of Glamorgan

Duration	Tariff
Coastal Car park (Summer) 08:00 – 20:00 from 1st March to 31st October	
Up to 1 Hours	£1.00
All Day	£3.00
Buses / Coaches	£12.00
Coastal Car park (Winter) 08:00 – 20:00 from 01st November to 28th February	
Up to 1 Hours	0.50p
All Day	£1.50
Buses / Coaches	£6.00

It is also recommended that the coastal car parks throughout the Vale of Glamorgan introduce a new season ticket. The benefit of introducing a season ticket is that it will enable coastal car park users to use all coastal car parks with one ticket, and for a set price of £150 for 12-months.

The tariffs have been developed in consultation with Vale of Glamorgan Council Officers.

To understand the possible forecast revenue generated from the introduction of car parking charges in the coastal locations across the Vale of Glamorgan, four occupancy snapshot surveys were completed in 2018:

1. Wednesday 21 February (Half-Term) – A sunny but cold day;
2. Saturday 24 February – A clear and warm day;
3. Saturday 26 May (Bank Holiday) – A cloudy but warm day; and
4. Wednesday 30 May (Half-Term) – A cloudy and rainy day.

All surveys took place between 10:00 and 16:00.

A summary of the occupancy from the snapshot surveys is provided in Table 4.5.

Table 4.5 – Snapshot Survey Occupancy Data

Car Park	Survey Occupancy			
	21.02.2018 Weekday	24.02.2018 Weekend	30.05.2018 Weekday	26.05.2018 Weekend
Portabello	33%	43%	13%	37%
West Farm	0%	5%	0%	36%
Cwm Col Huw	44%	46%	29%	38%
Cold Knap	20%	21%	9%	20%
Bron Y Mor	82%	51%	45%	60%
Llwyn Passat	28%	33%	28%	39%
Cliff Walk	14%	26%	12%	14%

4.4 Forecast Revenue

To understand the forecast revenue generated from the introduction of car parking charges in the coastal car parks across the Vale of Glamorgan, the occupancy survey data, outlined in Table 4.5 was used. The summary of forecast revenues is provided in Table 4.6.

Table 4.6 – Summary of forecast coastal car park revenue

Occupancy	Summer	Winter	Forecast Annual Revenue
100%	£44,774	£22,769	£67,543
25% Survey	£11,194	£5,692	£16,886
50% Survey	£22,387	£11,384	£33,771
75% Survey	£33,581	£17,076	£50,657

The following section outlines how the summary of forecast revenue (Table 4.6) was developed based on the occupancy snapshot survey data. All forecast revenues include VAT.

Summer

The snapshot occupancy survey data collected on 26.05.2018 and 30.05.2018 have been used to provide a forecast summertime revenue for the weekday and weekend, as highlighted in Tables 4.7 and 4.8.

Winter

The snapshot occupancy survey data collected on 21.02.2018 and 24.02.2018 have been used to provide a forecast wintertime revenue for the weekday and weekend, as highlighted in Tables 4.9 and 4.10.

Table 4.7 – Coastal Car Parks (Proposed) Forecast Revenue - Weekday (Monday - Friday) - Summer Tariff

Coastal Car Parks (Proposed) Forecast Revenue - Weekday (Monday - Friday) - Summer Tariff										
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 30.05.2018	Estimated Users Paying Each Tariff ⁷		Forecast Annual Revenue based on 100% occupancy from 30.05.2018 survey	Forecast Annual Revenue based on 25% occupancy from 30.05.2018 survey	Forecast Annual Revenue based on 50% occupancy from 30.05.2018 survey	Forecast Annual Revenue based on 75% occupancy from 30.05.2018 survey
					Up to 1hr (£1)	All Day (£3)				
Barry & Barry Island	Bron Y Mor	67	30	45%	15	15	£9,150	£2,288	£4,575	£6,863
Barry & Barry Island	Cold Knap	164	15	9%	7.5	7.5	£4,575	£1,144	£2,288	£3,431
Llantwit Major	Cwm Col Huw	48 ⁸	14	29%	7	7	£4,270	£1,068	£2,135	£3,203
Ogmore by Sea & Southerndown	Portabello	30	4	13%	2	2	£1,220	£305	£610	£915
Ogmore by Sea & Southerndown	West Farm	22	0	0%	0	0	£0	£0	£0	£0
Penarth	Cliff Walk	177	22	12%	11	11	£6,710	£1,678	£3,355	£5,033
Penarth	Llwyn Passat	18	5	28%	2.5	2.5	£1,525	£381	£763	£1,144
Total							£27,450	£6,863	£13,725	£20,588

⁷ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

⁸ Additional 250 spaces are available in the overflow car park but are not currently taken account of in the calculations.

Table 4.8 – Coastal Car Parks (Proposed) Forecast Revenue - Weekend (Saturday & Sunday) - Summer Tariff

Coastal Car Parks (Proposed) Forecast Revenue - Weekend (Saturday & Sunday) - Summer Tariff										
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 26.05.2018	Estimated Users Paying Each Tariff ⁹		Forecast Annual Revenue based on 100% occupancy from 26.05.2018 survey	Forecast Annual Revenue based on 25% occupancy from 26.05.2018 survey	Forecast Annual Revenue based on 50% occupancy from 26.05.2018 survey	Forecast Annual Revenue based on 75% occupancy from 26.05.2018 survey
					Up to 1hr (£1)	All Day (£3)				
Barry & Barry Island	Bron Y Mor	67	40	60%	20	20	£4,880	£1,220	£2,440	£3,660
Barry & Barry Island	Cold Knap	164	33	20%	16.5	16.5	£4,026	£1,007	£2,013	£3,020
Llantwit Major	Cwm Col Huw	48 ¹⁰	18	38%	9	9	£2,196	£549	£1,098	£1,647
Ogmore by Sea & Southerndown	Portabello	30	11	37%	5.5	5.5	£1,342	£336	£671	£1,007
Ogmore by Sea & Southerndown	West Farm	22	8	36%	4	4	£976	£244	£488	£732
Penarth	Cliff Walk	177	25	14%	12.5	12.5	£3,050	£763	£1,525	£2,288
Penarth	Llwyn Passat	18	7	39%	3.5	3.5	£854	£214	£427	£641
Total							£17,324	£4,331	£8,662	£12,993

⁹ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

¹⁰ Additional 250 spaces are available in the overflow car park but are not currently taken account of in the calculations.

Table 4.9 – Coastal Car Parks (Proposed) Forecast Revenue - Weekday (Monday - Friday) - Winter Tariff

Coastal Car Parks (Proposed) Forecast Revenue - Weekday (Monday - Friday) - Winter Tariff										
Town Centre	Car Park		No. Vehicles Parked	Occupancy (%) 21.02.2018	Estimated Users Paying Each Tariff ¹¹		Forecast Annual Revenue based on 100% occupancy from 21.02.2018 survey	Forecast Annual Revenue based on 25% occupancy from 21.02.2018 survey	Forecast Annual Revenue based on 50% occupancy from 21.02.2018 survey	Forecast Annual Revenue based on 75% occupancy from 21.02.2018 survey
					Up to 1hr (£0.50)	All Day (£1.50)				
Barry & Barry Island	Bron Y Mor	67	55	82%	27.5	27.5	£5,913	£1,478	£2,956	£4,434
Barry & Barry Island	Cold Knap	164	33	20%	16.5	16.5	£3,548	£887	£1,774	£2,661
Llantwit Major	Cwm Col Huw	48 ¹²	21	44%	10.5	10.5	£2,258	£564	£1,129	£1,693
Ogmore by Sea & Southerndown	Portabello	30	10	33%	5	5	£1,075	£269	£538	£806
Ogmore by Sea & Southerndown	West Farm	22	0	0%	0	0	£0	£0	£0	£0
Penarth	Cliff Walk	177	25	14%	12.5	12.5	£2,688	£672	£1,344	£2,016
Penarth	Llwyn Passat	18	5	28%	2.5	2.5	£538	£134	£269	£403
Total							£16,018	£4,004	£8,009	£12,013

¹¹ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

¹² Additional 250 spaces are available in the overflow car park but are not currently taken account of in the calculations.

Table 4.10 – Coastal Car Parks (Proposed) Forecast Revenue - Weekend (Saturday & Sunday) - Winter Tariff

Coastal Car Parks (Proposed) Forecast Revenue - Weekend (Saturday & Sunday) - Winter Tariff										
Town Centre	Car Park	Estimated No. Spaces	No. Vehicles Parked	Occupancy (%) 24.02.2018	Estimated Users Paying Each Tariff ¹³		Forecast Annual Revenue based on 100% occupancy from 24.02.2018 survey	Forecast Annual Revenue based on 25% occupancy from 24.02.2018 survey	Forecast Annual Revenue based on 50% occupancy from 24.02.2018 survey	Forecast Annual Revenue based on 75% occupancy from 24.02.2018 survey
					Up to 1hr (£0.50)	All Day (£1.50)				
Barry & Barry Island	Bron Y Mor	67	34	51%	17	17	£1,462	£366	£731	£1,097
Barry & Barry Island	Cold Knap	164	35	21%	17.5	17.5	£1,505	£376	£753	£1,129
Llantwit Major	Cwm Col Huw	48 ¹⁴	22	46%	11	11	£946	£237	£473	£710
Ogmore by Sea & Southerndown	Portabello	30	13	43%	6.5	6.5	£559	£140	£280	£419
Ogmore by Sea & Southerndown	West Farm	22	1	5%	0.5	0.5	£43	£11	£22	£32
Penarth	Cliff Walk	177	46	26%	23	23	£1,978	£495	£989	£1,484
Penarth	Llwyn Passat	18	6	33%	3	3	£258	£65	£129	£194
Total							£6,751	£1,688	£3,376	£5,063

¹³ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

¹⁴ Additional 250 spaces are available in the overflow car park but are not currently taken account of in the calculations.

4.5 Potential Displacement Parking

Potential displacement issues are reviewed in Appendix C, where plans containing possible mitigation measures are provided. Table 4.11 shows where each off-street car park potential displacement parking is located.

Table 4.11 - Location of off-street car park in Appendix C.

Location	Car Park	Appendix
Barry & Barry Island	Bron Y Mor	C6
Barry & Barry Island	Cold Knap	C6
Llantwit Major	Cwm Col Huw	C4
Ogmore by Sea & Southerndown	Portabello	C9
Ogmore by Sea & Southerndown	West Farm	C9
Penarth	Cliff Walk	C2
Penarth	Llwyn Passat	C5

4.6 Infrastructure Requirements

The six car parks that currently charge for parking have the infrastructure needed to collect payments. However, a review of the car park condition, or the suitability of the payment machines has not been undertaken.

Infrastructure requirements at coastal locations will be very different to the requirements at town centre locations. Connections to electric supply at some rural coastal car parks might be difficult. This could be overcome by utilising solar technology to power payment machines. Phone signal, or the lack thereof, at some locations, might impact on the effectiveness of Pay by Phone machines, so it will be essential to retain the ability to pay by coin.

Prior to the installation of payment machines some car parks may require re-surfacing, lighting may be needed and boundary fencing maybe required so that the car park is secure and fit for purpose. It is recommended that action be taken to appraise car park conditions in order to better understand the level of work that might be needed to ensure that the car park is of a suitable standard so as to facilitate charging.

In all instances, technology including contactless payment and payment by mobile is recommended. These payment methods are convenient, reliable and secure, as well as provide users of the car park with an improved customer experience.

Table 4.12 provides an estimate of the number of Pay and Display machines that may be required if the Parking Strategy proposals are implemented. Table 4.12 also outlines estimated costs for purchasing and installing the machines¹⁵.

Many factors can influence the price paid to install and purchase a machine. For example, at some locations installation cost may be more expensive as connecting electricity supply may be difficult. In addition, machines in more coastal locations may need to be made to a higher specification with weather proofing provided in order to withstand coastal conditions.

The estimated costs may also vary if use is made of existing Pay and Display machine stock. Economies of scale are achieved when purchasing with a supplier or an alternative method to purchasing such as leasing the machines is implemented.

¹⁵ Capital installation and infrastructure costs per machine are £10,000. Maintenance costs are £1,500.

The cost of operating Pay and Display machines will also need to include operational costs such as paper for ticket printing. Data taken from Capita Real Estate and Infrastructure who are operating Parking services in an English local authority indicate an approximate cost of 3 pence per ticket, however, this can vary depending on the machine operated and costs can be anywhere between 1p and 5p per ticket.

Growth in electric vehicle ownership is set to increase dramatically in the next few years, with some predicting that 90% of new vehicles will be electric by 2050. Consequently, the Vale of Glamorgan will consider all vehicle electric charging points in a separate Strategy.

Table 4.12 – Coastal car park Infrastructure Costs

Coastal Car Park	Estimated Number of Spaces	Estimated number of P&D Machines Required *Already Present	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Portabello	30	1	£10,000	£1,500
Rivermouth	525	*4	£0	£0
Brig Y Don	200	*2	£0	£0
West Farm	22	1	£10,000	£1,500
Cymlau	45	*1	£0	£0
Cwm Col Huw	48 ¹⁶	2	£20,000	£3,000
Cold Knap	164	5	£50,000	£7,500
Bron Y Mor	67	2	£20,000	£3,000
Overflow	200	*2	£0	£0
Nells Point	560	*6	£0	£0
Harbour Road	576	*4	£0	£0
Llwyn Passat	18	1	£10,000	£1,500
Cliff Walk	177	5	£50,000	£7,500
	Total	17	£170,000	£25,500

¹⁶ Additional 250 spaces are available in the overflow car park but are not currently taken account of in the calculations.

5. Country Parks Car Parks

5.1 Introduction

In the Vale of Glamorgan there are two Country Parks; Cosmeston Lakes and Porthkerry Country Park. Cosmeston Lakes is situated near Penarth and is accessed from Lavernock Road. The Country Park has a variety of habitats covering over 100 hectares of land and water, with two large lakes. Also situated within the Country Park is a reconstructed 14th century medieval village open to the public and a cafe.

Porthkerry Country Park is located within Barry and is accessed from Park Road through a long driveway. The park contains 220 acres of woodland and meadows in a sheltered valley that leads to a pebble beach and cliffs. The park has nature trails, picnic sites, a cafe, an adventure playground, a barbecue area and a 12-hole pitch and putt golf course.

5.2 Review of 2016 Country Parks Report

The 2016 Country Parks report considered the introduction of parking charges at Porthkerry and Cosmeston Lakes Country Parks. The objective of the report was to consider how the Vale of Glamorgan Council could continue to fund recreational facilities in the face of decreasing budget settlements.

The report drew upon consultation workshops and discussions with key stakeholders to identify and investigate three options for charges. It was concluded that Option 1, as follows, should be implemented to reflect user group requirements:

- £1 for 2-hours (Cars);
- £3 all day (Cars);
- £10 for buses and coaches (School coaches / Organised visits are free);
- Blue badge holders are solo motorcyclists free;
- Staff free;
- Operational hours between 9:30am – 17:00; and
- A discounted annual permit, and six-month permit.

5.3 Existing Car Parking Charges

Porthkerry Country Park has approximately 360 spaces, 120 of these on hard standing and 240 in undesignated off-road areas. In Porthkerry Country Park, the cost of parking is £2.50 per car, per day. This charging regime is in operation on Sundays and Bank Holidays from Easter until September 30th.

The current charge at Porthkerry is to cover the cost of staff to manage inappropriate parking during busy periods.

Parking is currently free of charge at Cosmeston Lakes Country Park.

5.4 Proposal

An important element in the introduction of parking charges at the Country Parks is the consideration of the parking charge structure that is to be operated. A charge structure that is too high or that does not reflect the user's needs or patterns could be detrimental to the parks operation. It is also a requirement that the charging structure that is implemented does not deter regular users of the park.

Prior to selecting the most appropriate tariff for parking within the Country Parks a review of similar attractions and destinations across Wales was undertaken. Appendix B contains the results of this review. It is clear from this evidence that the tariffs proposed in this Parking Strategy offer good value for money to all Country Park visitors.

It is recommended that the potential tariffs, as outlined in Table 5.1 remains constant throughout the year, and that charging is in operation between 08:00 and 20:00. It is recommended that a season ticket is also introduced for both parks. The season ticket will provide use for both Country Park car parks and will cost £75.

Table 5.1 – Proposed Country Park Tariff

Vehicle Type	Duration	Tariff
Cars	Up to 2 hours	£1.00
	All Day	£3.00
Bus / Coach	All Day	£10.00

The tariffs have been developed in consultation with Vale of Glamorgan Council Officers.

5.5 Forecast Revenue

To understand the possible forecast revenue generated from the introduction and amendment of car parking charges in the Country Parks across the Vale of Glamorgan, snapshot survey data collected from the 2016 study were used. Tables 5.2 provides a forecast revenue based on the 2016 snapshot surveys.

It is worth noting that the forecast revenue estimations in Tables 5.3 to 5.6 are based on the predicted number of purchased tickets per tariff, estimated as 2-hour tickets contributing to 70% of purchased tickets and all-day tickets contributing to 30% of the revenue.

Tables 5.3 to 5.6 also assumes a 1% displacement of car park users as a result of the introduction of car parking charges. The forecast revenue is therefore a guide to indicate potential income. The forecast revenue include VAT.

Table 5.2 – Forecast Revenue at Cosmeston and Porthkerry

Country Park	Higher Range	Lower Range	Average
Cosmeston	£182,814	£100,288	£141,551
Porthkerry	£89,546	£47,728	£68,637
Combined	£272,360	£148,016	£210,188

Table 5.3 – Cosmeston Higher Range

Cosmeston Country Park - Higher Range									
	Average Cars	No. Days	Total Average Cars	1% Displacement	Up to 2 Hour Tickets (70%)	All Day Tickets (30%)	Up to 2 Hour Revenue (£1)	All Day Revenue Car (£3) Bus (£10)	Annual Revenue
Winter (Oct - March)	200	182	36400	36036	25225.2	10810.8	£25,225	£32,432	£57,658
Summer (April - Sept)* *Excl 42 school holidays & 5 bank holidays	400	136	54400	53856	37699.2	16156.8	£37,699	£48,470	£86,170
School Summer Holidays	500	40	20000	19800	13860	5940	£13,860	£17,820	£31,680
Bank Holidays* *Excl Christmas Day	650	7	4550	4504.5	3153.15	1351.35	£3,153	£4,054	£7,207
Estimated Coached per Annum	10							£100	£182,814

Table 5.4 – Cosmeston Lower Range

Cosmeston Country Park - Lower Range									
	Average Cars	No. Days	Total Average Cars	1% Displacement	Up to 2 Hour Tickets (70%)	All Day Tickets (30%)	Up to 2 Hour Revenue (£1)	All Day Revenue Car (£3) Bus (£10)	Annual Revenue
Winter (Oct - March)	100	182	18200	18018	12612.6	5405.4	£12,613	£16,216	£28,829
Summer (April - Sept)* *Excl 42 school holidays & 5 bank holidays	200	136	27200	26928	18849.6	8078.4	£18,850	£24,235	£43,085
School Summer Holidays	350	40	14000	13860	9702	4158	£9,702	£12,474	£22,176
Bank Holidays* *Excl Christmas Day	550	7	3850	3811.5	2668.05	1143.45	£2,668	£3,430	£6,098
Estimated Coached per Annum	10							£100	£100,288

Table 5.5 – Porthkerry Higher Range

Porthkerry Country Park - Higher Range									
	Average Cars	No. Days	Total Average Cars	1% Displacement	Up to 2 Hour Tickets (70%)	All Day Tickets (30%)	Up to 2 Hour Revenue (£1)	All Day Revenue Car (£3) Bus (£10)	Annual Revenue
Winter (Oct - March)	100	182	18200	18018	12612.6	5405.4	£12,613	£16,216	£28,829
Summer (April - Sept)* *Excl 42 school holidays & 5 bank holidays	200	136	27200	26928	18849.6	8078.4	£18,850	£24,235	£43,085
School Summer Holidays	225	40	9000	8910	6237	2673	£6,237	£8,019	£14,256
Bank Holidays* *Excl Christmas Day	300	7	2100	2079	1455.3	623.7	£1,455	£1,871	£3,326
Estimated Coached per Annum	5							£50	£89,546

Table 5.6 – Porthkerry Lower Range

Porthkerry Country Park - Lower Range									
	Average Cars	No. Days	Total Average Cars	1% Displacement	Up to 2 Hour Tickets (70%)	All Day Tickets (30%)	Up to 2 Hour Revenue (£1)	All Day Revenue Car (£3) Bus (£10)	Annual Revenue
Winter (Oct - March)	50	182	9100	9009	6306.3	2702.7	£6,306	£8,108	£14,414
Summer (April - Sept)* *Excl 42 school holidays & 5 bank holidays	100	136	13600	13464	9424.8	4039.2	£9,425	£12,118	£21,542
School Summer Holidays	150	40	6000	5940	4158	1782	£4,158	£5,346	£9,504
Bank Holidays* *Excl Christmas Day	200	7	1400	1386	970.2	415.8	£970	£1,247	£2,218
Estimated Coached per Annum	5							£50	£47,728

5.6 Potential Displacement Parking

Potential displacement issues are reviewed in Appendix C, where plans containing possible mitigation measures are provided. Table 5.7 shows where each off-street car park potential displacement parking is located.

Table 5.7 – Location of off-street car park in Appendix C.

Location	Car Park	Appendix
Barry	Porthkerry Country Park	C6
Penarth	Cosmeston Lakes Country Park	C2

5.6.1 *Cosmeston Lakes Country Park*

The main access into the Cosmeston Country Park and the only vehicle access are via Lavernock Road (B4267). Lavernock Road is a relatively busy local 'B' road with no provision for on-street parking. However, it is recognised that users may attempt parking along Lavernock Road.

Opposite the main park entrance off Lavernock Road is a residential area (Cosmeston Drive, Falcon Grove, Osprey Close, Raven Way), which has unrestricted on-street parking, with no traffic regulation orders in place controlling parking. The houses in this area have private driveways, so limited on-street parking takes place, leaving available on-street capacity. As a result, it is thought that displacement parking that may occur in this area as a result of implementing parking charges at the Country Park is likely to be minimal.

It is unlikely that displacement parking will occur around the access to the north of the park from Cogan Hall Farm. The limited space along the narrow vehicle access in the area should prevent any displacement parking.

Byrd Crescent provides another pedestrian access to north of the Country Park. This street is within a residential area, with unrestricted on-street parking (there are no traffic regulation orders in place). The access point is approximately 1.5km away from the Country Parks' facilities and attractions and therefore is only likely to be used by local residents. It is therefore unlikely that a high degree of displacement parking will occur in this area.

The situation with regards to any displacement parking should be monitored with local residents once parking charges have been in place for a period to ensure that no mitigating measures need to be considered. Mitigating measures that can be put in place include implementing controlled parking zones. However, this should really only be undertaken if the problem is significant and persistent in nature (supported by survey data and resident's support).

5.6.2 *Porthkerry Country Park*

The main access points into Porthkerry Country Park are:

- Park Road which runs through a residential area;
- Westward Rise – pedestrian access through residential area; and
- Lane from the start of the cycle track, past the Old Rectory and to the Airport Road.

It has also been identified that other potential areas for displacement are along Salisbury Road and Oxford Street (which adjoin Park Road parallel to the park) and Coed y Odyn.

Park Road runs through a residential area with houses along Park Road and the nearby interconnecting streets (Oxford Street, Cambridge Street, Salisbury Road). Not all properties have private driveways with some residents therefore parking on-street (on-street parking in these areas is uncontrolled with no traffic orders currently in place).

The main parking area (near the cafe), within the park which is proposed to be charged, is a significant distance from the entrance on Park Road (approximately 1.5km). Users, who are not willing to pay for parking, do not have a convenient alternative within a short / comparable distance to park facilities within this area.

It is unlikely that a large number of users will chose to park along Park Road / Oxford Street / Salisbury Road or Cambridge Street as the distance to main park facilities is too great. When the park is likely to be used most (weekends, bank holidays etc) the surrounding streets are likely to be occupied with residential vehicles reducing the availability of spaces for park users.

There may be a small number of users that will choose to park on Park Road / Oxford Street / Salisbury Road / Cambridge Street (the propensity for users to park in these locations might be heightened by certain tariff structures). However, if the recommended parking tariff option is implemented then this should be minimal.

Westward Rise, where an alternative pedestrian access to the main park entrance is present was considered for displacement parking. However, at the bottom of Westward Rise is a cul-d-sac of newly built residential properties which mask the view of this entrance. It is likely that only local residents are aware of its existence and therefore the area should not be greatly affected by any potential displacement parking.

Coed y Odyn is a narrow residential street near the entrance of Porthkerry Park leading off Park Road. There could be some potential for users of the park here, as there is available on-street uncontrolled parking along one side. However, this on-street area is heavily utilised by residents leaving little available space for park users.

There is a further access to Porthkerry Park to the west from a lane at the start of the cycle track, which passes the Old Rectory and connects to the Airport Road. This lane is narrow which should preclude its use as an alternative location for users to park.

Displacement parking in all areas should be monitored when and if parking charges have been in place for a period to ensure that no mitigating measures need to be considered.

The situation with regards to any displacement parking should be monitored with local residents once parking charges have been in place for a period to ensure that no mitigating measures need to be considered. Mitigating measures that can be put in place include implementing residential parking zones. However, this should really only be undertaken if the problem is significant and persistent in nature (supported by survey data and resident's support).

5.7 Infrastructure Requirements

Table 5.8 provides an estimate of the number of Pay and Display machines that may be required if the Parking Strategy proposals are implemented. Table 5.8 also outlines estimated costs for purchasing and installing the machines¹⁷.

Table 5.8 – Country parks car park Infrastructure Costs

Country Parks Car Park	Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Porthkerry	-	4.0	£40,000	£6,000
Cosmeston	-	4.0	£40,000	£6,000
Total		8	£80,000	£12,000

Estimated costs are given for a higher and lower range, as many factors can influence the price paid to install and purchase a machine. For example, at some locations installation cost may be more expensive as connecting electricity / telecoms supply may be difficult. In addition, machines in more coastal locations may need to be made to a higher specification with weather proofing provided in order to withstand coastal conditions.

The estimated costs may also vary if use is made of existing Pay and Display machine stock. Economies of scale are achieved when purchasing with a supplier or an alternative method to purchasing such as leasing the machines is implemented.

The cost of operating Pay and Display machines will also need to include operational costs such as paper for ticket printing. Data taken from Capita Real Estate and Infrastructure who are operating Parking services in an English local authority indicate an approximate cost of 3 pence per ticket, however, this can vary depending on the machine operated and costs can be anywhere between 1p and 5p per ticket.

¹⁷ Capital installation and infrastructure costs per machine are £10,000. Maintenance costs are £1,500.

6. On-Street Car Parking

6.1 Introduction

At present, there are no on-street tariffs for car parking throughout the Vale of Glamorgan. Previously, two studies have been complete by Capita Real Estate and Infrastructure regarding on-street car parking for town centres in the Vale of Glamorgan. The first study was completed in 2013, while an addendum report was completed in 2015.

This section reviews proposals from the previous two studies, as well as developing and restructuring the proposals for on-street car parking in the Vale of Glamorgan. As such, this section provides a series of proposals, explores forecast revenue, infrastructure costs and the potential impact, potential displacement, and as a result of the proposed on-street proposals.

6.2 Review of 2013 and 2015 On-Street Car Park Studies

The studies identified that close to town centres across the Vale of Glamorgan, there is an abundance of on-street, and day-time limited waiting. Slightly further away there is ample unrestricted on-street parking. Estimations of displacement parking suggested that this could impact on residents of those streets.

To address the identified problems, the two parking studies recommended, based on case studies of other Local Authorities across Wales, that the Vale of Glamorgan consider implementing Controlled Parking Zones.

6.3 Proposal

The proposed implementation of on-street parking charges are due to take place in primarily in town centres, retail areas and other attractive parking locations such as coastal locations. Consequently, it is suggested that on-street parking charges are higher than those set in off-street car parks. This should help to encourage increased off-street parking and contribute to less traffic, congestion and obstructions in town centres.

On-street infrastructure has been identified using the Traffic Regulation Order (TRO) shapefiles provided by the Vale of Glamorgan and Google Maps. There are some minor discrepancies between these sources and the tables in this document are intended to provide an approximate overview of the existing infrastructure. It is recommended that surveys to accurately confirm the existing TRO's are undertaken prior to the application for further TRO's in these areas.

It is proposed to introduce on-street car parking charges in the following areas:

- Barry, including Barry Island (Coastal);
- Cowbridge;
- Llantwit Major;
- Penarth; and
- Penarth (Coastal).

The tariffs (Table 6.1 and 6.2) have been developed in consultation with Vale of Glamorgan Council Officers. At this stage, parking will remain tariff-free for disabled users in on-street coastal and town-centre areas.

Table 6.1 – On-street town centre car parking tariffs

Location	Up to 1 Hours	Up to 2 Hours	Up to 3 Hours	Up to 4 Hours	Up to 5 Hours	All Day
Town Centre	Free	£2	£4	£5	£6	£8

Table 6.2 – On-street coastal car parking tariffs

Location	Up to 2 Hours	Up to 3 Hours	Up to 4 Hours	Up to 5 Hours	All Day
Coastal (Summer)	£2	£4	£6	£8	£10
Coastal (Winter)	£1	£2	£3	£4	£5

6.4 Forecast Revenue

In order to forecast potential on-street parking revenue it was assumed that a 6 metre space was required for each vehicle¹⁸. The length of the street divided by 6 metres was used to estimate how many parked vehicles that street could accommodate.

In the absence of on-street parking data, it was agreed with Vale of Glamorgan Council Officers that an average occupancy of 85% should be applied to all on-street parking locations.

Table 6.3 presents a summary of the potential revenue generation at on-street town centre locations. The table illustrates forecast annual revenue for three different scenarios;

1. 85% occupied (agreed as industry standard for car parks operating at optimal capacity)
2. 85% occupied minus 25% displacement
3. 85% occupied minus 50% displacement
4. 85% occupied minus 75% displacement

Similarly, Table 6.4 presents the same information for the on-street coastal locations.

All forecast revenue tables include VAT.

Table 6.3 – Summary of Town Centre on-street revenue

Occupancy	Forecast Annual Revenue
85% occupied	£665,210
85% occupied minus 75% displacement	£166,303
85% occupied minus 50% displacement	£332,605
85% occupied minus 25% displacement	£498,908

¹⁸ <https://www.valeofglamorgan.gov.uk/Documents/Living/Planning/Policy/Parking-Guidelines-SPG.pdf>

Table 6.4 – Summary of Coastal on-street (summer and winter) revenue

Occupancy	Forecast Annual Revenue (Summer)	Forecast Annual Revenue (Winter)	Combined Revenue
85% occupied	£197,445	£93,641	£291,086
85% occupied minus 75% displacement	£49,361	£23,410	£72,771
85% occupied minus 50% displacement	£37,475	£25,233	£62,708
85% occupied minus 25% displacement	£148,084	£70,231	£218,314

The forecast revenue for town centre on-street locations is provided in Tables 6.5 – 6.8, while coastal on-street (summer and winter tariffs) is provided in Tables 6.9 and 6.12.

Table 6.5 – Barry on-street town centre car park forecast revenue

Town Centre	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ¹⁹						100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 1hr (£0)	Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£5)	Up to 5hr (£6)	All Day (£8)				
Barry	Thompson Street	Holton Road to Merthyr Street	9	7.65	1.28	1.28	1.28	1.28	1.28	1.28	£11,603	£2,901	£5,801	£8,702
		Merthyr Street to Dock View Road	46	39.1	6.52	6.52	6.52	6.52	6.52	6.52	£59,302	£14,825	£29,651	£44,476
		Thompson Street - Property Access Side	10	8.5	1.42	1.42	1.42	1.42	1.42	1.42	£12,892	£3,223	£6,446	£9,669
Barry	Broad Street	Holton Road to End	9	7.65	1.28	1.28	1.28	1.28	1.28	1.28	£11,603	£2,901	£5,801	£8,702
Barry	Buttrills Road	Holton Road to End	31	26.35	4.39	4.39	4.39	4.39	4.39	4.39	£39,964	£9,991	£19,982	£29,973
Barry	Holton Road	Everard Street to Pyke Street	68	57.8	9.63	9.63	9.63	9.63	9.63	9.63	£87,663	£21,916	£43,832	£65,748
		Pyke Street to Court Road	14	11.9	1.98	1.98	1.98	1.98	1.98	1.98	£18,048	£4,512	£9,024	£13,536
		Court Road to Pedestrian Zone	19	16.15	2.69	2.69	2.69	2.69	2.69	2.69	£24,494	£6,124	£12,247	£18,371
		Pedestrian Zone to Broad Street	60	51	8.50	8.50	8.50	8.50	8.50	8.50	£77,350	£19,338	£38,675	£58,013

¹⁹ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.6 – Cowbridge on-street town centre car park forecast revenue

Town Centre	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²⁰						100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 1hr (£0)	Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£5)	Up to 5hr (£6)	All Day (£8)				
Cowbridge	Westgate Street	Llantwit Major Road to Youth Centre Sign	9	7.65	1.28	1.28	1.28	1.28	1.28	1.28	£11,603	£2,901	£5,801	£8,702
		Youth Centre Sign to The Broad Shoard	4	3.4	0.57	0.57	0.57	0.57	0.57	0.57	£5,157	£1,289	£2,578	£3,868
Cowbridge	High Street	The Broad Shoard to Coopers Lane	5	4.25	0.71	0.71	0.71	0.71	0.71	0.71	£6,446	£1,611	£3,223	£4,834
		Coopers Lane to Church Street	13	11.05	1.84	1.84	1.84	1.84	1.84	1.84	£16,759	£4,190	£8,380	£12,569
		Church Street to Town Hall Square	11	9.35	1.56	1.56	1.56	1.56	1.56	1.56	£14,181	£3,545	£7,090	£10,636
		Church Street to The Limes	8	6.8	1.13	1.13	1.13	1.13	1.13	1.13	£10,313	£2,578	£5,157	£7,735
Cowbridge	Eastgate Street	The Limes to Druids Green	36	30.6	5.10	5.10	5.10	5.10	5.10	5.10	£46,410	£11,603	£23,205	£34,808
		Druids Green to Aberthin Road	9	7.65	1.28	1.28	1.28	1.28	1.28	1.28	£11,603	£2,901	£5,801	£8,702

²⁰ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.7 – Llantwit Major on-street town centre car park forecast revenue

Town Centre	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²¹						100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 1hr (£0)	Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£5)	Up to 5hr (£6)	All Day (£8)				
Llantwit Major	Boverton Road	Le Pouliguen Way to Stallcourt Avenue	13	11.05	1.84	1.84	1.84	1.84	1.84	1.84	£16,759	£4,190	£8,380	£12,569
		Stallcourt Avenue to East Street	18	15.3	2.55	2.55	2.55	2.55	2.55	2.55	£23,205	£5,801	£11,603	£17,404
Llantwit Major	East Street	Boverton Road to Church Street	18	15.3	2.55	2.55	2.55	2.55	2.55	2.55	£23,205	£5,801	£11,603	£17,404

Table 6.8 – Penarth on-street town centre car park forecast revenue

Town Centre	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²²						100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 1hr (£0)	Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£5)	Up to 5hr (£6)	All Day (£8)				
Penarth	Windsor Road	High Street to Arcot Street	24	20.4	3.40	3.40	3.40	3.40	3.40	3.40	£30,940	£7,735	£15,470	£23,205
		Arcot Street to Stanwell Road	23	19.55	3.26	3.26	3.26	3.26	3.26	3.26	£29,651	£7,413	£14,825	£22,238
Penarth	Glebe Street	Plassey Street to Ludlow Street	17	14.45	2.41	2.41	2.41	2.41	2.41	2.41	£21,916	£5,479	£10,958	£16,437
		Ludlow Street to Windsor Road	14	11.9	1.98	1.98	1.98	1.98	1.98	1.98	£18,048	£4,512	£9,024	£13,536
Penarth	Stanwell Road	Windsor Road to Hickman Road	28	23.8	3.97	3.97	3.97	3.97	3.97	3.97	£36,097	£9,024	£18,048	£27,073

²¹ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

²² Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.9 – Barry Island (Coastal) on-street car park forecast revenue – Summer Tariff

Coastal Location	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²³					100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£6)	Up to 5hr (£8)	All Day (£10)				
Barry Island	Friars Road	Station Approach Road to Paget Road	51	43	8.67	8.67	8.67	8.67	8.67	£55,531	£13,883	£6,941	£41,649
		Station Approach to unnamed Road	18	15	3.06	3.06	3.06	3.06	3.06	£19,599	£4,900	£2,450	£14,699
		Unnamed road to end	19	16	3.23	3.23	3.23	3.23	3.23	£20,688	£5,172	£2,586	£15,516
		Paget Road to End	4	3	0.68	0.68	0.68	0.68	0.68	£4,355	£1,089	£544	£3,267
		Paget Road to Breaksea Drive	4	3	0.68	0.68	0.68	0.68	0.68	£4,355	£1,089	£544	£3,267
		Breaksea Drive to Friars Road	0	0	0	0	0	0	0	£0	£0	£0	£0
		Station Approach Road to Adar Y Mor	22	19	3.74	3.74	3.74	3.74	3.74	£23,955	£5,989	£2,994	£17,966
		Adar Y Mor to Friars Road	32	27	5.44	5.44	5.44	5.44	5.44	£34,843	£8,711	£4,355	£26,132

²³ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.10 – Penarth (Coastal) on-street car park forecast revenue – Summer Tariff

Coastal Location	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²⁴					100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 2hr (£2)	Up to 3hr (£4)	Up to 4hr (£6)	Up to 5hr (£8)	All Day (£10)				
Penarth	Esplanade	Bridgeman Road to Windsor Gardens	34	28.9	5.78	5.78	5.78	5.78	5.78	£12,340	£3,085	£6,170	£9,255
		Windsor Gardens to Cliff Parade	60	51	10.2	10.2	10.2	10.2	10.2	£21,777	£5,444	£10,889	£16,333

²⁴ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.11 – Barry Island (Coastal) on-street car park forecast revenue – Winter Tariff

Coastal Location	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²⁵					100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 2hr (£1)	Up to 3hr (£2)	Up to 4hr (£3)	Up to 5hr (£4)	All Day (£5)				
Barry Island	Friars Road	Station Approach Road to Paget Road	51	43	8.67	8.67	8.67	8.67	8.67	£19,573	£4,893	£2,447	£14,679
		Station Approach to unnamed Road	18	15	3.06	3.06	3.06	3.06	3.06	£6,908	£1,727	£863	£5,181
		Unnamed road to end	19	16	3.23	3.23	3.23	3.23	3.23	£7,292	£1,823	£911	£5,469
		Paget Road to End	4	3	0.68	0.68	0.68	0.68	0.68	£1,535	£384	£192	£1,151
		Paget Road to Breaksea Drive	4	3	0.68	0.68	0.68	0.68	0.68	£1,535	£384	£192	£1,151
		Breaksea Drive to Friars Road	0	0	0	0	0	0	0	£0	£0	£0	£0
		Station Approach Road to Adar Y Mor	22	19	3.74	3.74	3.74	3.74	3.74	£8,443	£2,111	£1,055	£6,332
		Adar Y Mor to Friars Road	32	27	5.44	5.44	5.44	5.44	5.44	£12,281	£3,070	£1,535	£9,211

²⁵ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

Table 6.12 – Penarth (Coastal) on-street car park forecast revenue – Winter Tariff

Coastal Location	Street	On-Street Location	Estimated No. Spaces	Estimated No. Vehicles Parked (85%)	Estimated Users Paying Each Tariff ²⁶					100% Occupied based on 85% Occupancy	25% Occupied based on 85% Occupancy	50% Occupied based on 85% Occupancy	75% Occupied based on 85% Occupancy
					Up to 2hr (£1)	Up to 3hr (£2)	Up to 4hr (£3)	Up to 5hr (£4)	All Day (£5)				
Penarth	Esplanade	Bridgeman Road to Windsor Gardens	34	28.9	5.78	5.78	5.78	5.78	5.78	£13,048	£3,262	£6,524	£9,786
		Windsor Gardens to Cliff Parade	60	51	10.2	10.2	10.2	10.2	10.2	£23,027	£5,757	£11,513	£17,270

²⁶ Assumes an equal number of tickets purchased across all tariffs based on the occupancy data.

6.5 Potential Displacement Parking

The introduction of both on and off-street car parking tariffs could result in displacement to surrounding residential streets, where there are currently no TROs. Potential displacement issues are reviewed in Appendix C. Table 6.13 shows where each off-street car park potential displacement parking is located.

Table 6.13 – Location of on-street car park in Appendix C.

Location	Appendix
Barry High Street	C7
Barry Town Centre	C1
Barry Island	C8
Cowbridge	C3
Llantwit Major	C4
Penarth Town Centre	C5
Penarth Coastal	C2

It is recommended that the Controlled Parking Zones are considered to control and manage the impact of the proposed introduction of car parking tariffs across the Vale of Glamorgan.

Permit charges can be reviewed on an annual basis to ensure it covers administration costs.

Table 6.14 provides an overview of resident parking permits in Local Authorities across Wales.

Table 6.14 – Resident Parking Permit Charges in other Local Authorities

Authority	Cost	Terms & Conditions
Neath Port Talbot County Borough Council	£20.00 (Resident) £20.00 (Visitor)	<ul style="list-style-type: none"> Holiday visitor's permits issued for a maximum 2 week period; Replacement permits cost £5.00; and A maximum of 2 permits only will be issued where no alternative off-street parking is available i.e. garage.
City of Cardiff Council	£7.50 (Resident 1) £30.00 (Resident 2) £7.50 or £30.00 (Visitor)	<ul style="list-style-type: none"> If the user hold any residential permits, a visitor permit will cost £30 per year. If you do not hold residential permits, a visitor permit will cost £7.50 per year.
Gwynedd Council	£50.00 (Resident 1) £8.00 (Resident 2)	<ul style="list-style-type: none"> Replace a damaged permit £10.00 Replace a lost permit £20.00 Transfer permit to another vehicle £10.00
Monmouthshire County Council	£40.00 (Resident 1)	<ul style="list-style-type: none"> Allocated on the basis of one per household.
Pembrokeshire County Council	£40.00 (Resident 1) £30.00 (Visitor – 7 days)	<ul style="list-style-type: none"> One permit issued to a property, to a specific vehicle. Replacement permits cost £12.50.
Newport City Council	£17.00 (Per Vehicle) 0.70p (Visitors per Day)	<ul style="list-style-type: none"> £5.00 duplicates of permit, loss, theft or change of vehicle; Maximum 2 per household

Source: Local Authority websites (09.04.2018).

In an attempt to better manage and protect parking for residents, it is recommended that the Vale of Glamorgan consider introducing Residential Parking Permits including:

- Household limited to 2 permits;
- Permit 1 - £10;
- Permit 2 - £30; and
- Visitor - £20 (max 2 week stay).

Prior to the introduction of charges for controlled parking permits clear guidance will need to be provided. This guidance will need to define a clear set of criteria that is robust and easy to understand. The criteria will need to be designed so the parking zone can accommodate issues around the following;

- Duration; days of operation, hours of operation;
- Permitted vehicles; per household;
- Excluded vehicles; those that may be excluded due to size or emissions;
- Change of vehicle; registering a new vehicle;
- Permit renewal / failure to renew; system for permits renewals and for failure to renew;
- Business permits to cover any businesses operating in the controlled parking zone;
- Visitor permits; enrolment of visitor vehicles;
- Medical permits and exemptions; to accommodate medical appointments;
- Carer visits; to accommodate carer visits; and
- Tradespeople permits; to accommodate tradespeople and deliveries.

6.6 Infrastructure Requirements

The proposals outlined to introduce parking charges within on-street locations will have an associated cost, both in terms of physical infrastructure and in terms of operation and enforcement.

Tables 6.15 – 21 provide an estimate of the number of Pay and Display machines that may be required if parking strategy proposals are implemented, including outline estimated costs for purchasing and installing the machines²⁷.

Estimated costs are given as many factors can influence the price paid to install and purchase a machine. For example, at some locations installation cost may be more expensive as connecting electricity supply may be difficult. In addition, machines in more coastal locations may need be made to a higher specification with weather proofing provided in order to withstand coastal conditions.

²⁷ Capital installation and infrastructure costs per machine are £10,000. Maintenance costs are £1,500.

The estimated costs may also vary if use is made of existing Pay and Display machine stock. Economies of scale are achieved when purchasing with a supplier or an alternative method to purchasing such as leasing the machines is implemented.

The cost of operating Pay and Display machines also needs to include operational costs such as paper for ticket printing. Data taken from Capita Real Estate and Infrastructure who are operating Parking services in an English local authority indicate an approximate cost of 3 pence per ticket, however, this can vary depending on the machine operated and costs can be anywhere between 1p and 5p per ticket.

Table 6.15 – Barry on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Thompson-street	Holton Road to Merthyr Street	9	1	£10,000	£1,500
	Merthyr Street to Dock View Road	46	7	£70,000	£10,500
	Thompson-street - Property Access Side	10	1	£10,000	£1,500
Broad Street	Holton Road to End	9	1	£10,000	£1,500
Buttrills Road	Holton Road to End	31	4	£40,000	£6,000
Holton Road	Everard Street to Pyke Street	68	10	£100,000	£15,000
	Pyke Street to Court Road	14	2	£20,000	£3,000
	Court Road to Pedestrian Zone	19	3	£30,000	£4,500
	Pedestrian Zone to Broad Street	60	9	£90,000	£13,500
Totals			38	£380,000	£57,000

Table 6.16 – Barry Retail on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
High Street	Market Street to Island Road	48	7	£70,000	£10,500
	Island Road to East Street	44	6	£60,000	£9,000
	East Street to Trinity Street	1	0	£0	£0
Broad Street	Market Street to Island Road	34	5	£50,000	£7,500
	Island Road to East Street	32	5	£50,000	£7,500
	East Street to Trinity Street	40	6	£60,000	£9,000
Totals			29	£290,000	£43,500

Table 6.17 – Cowbridge on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Westgate Street	Llantwit Major Road to Youth Centre Sign	9	1	£10,000	£1,500
	Youth Centre Sign to The Broad Shoard	4	1	£10,000	£1,500
High Street	The Broad Shoard to Coopers Lane	5	1	£10,000	£1,500
	Coopers Lane to Church Street	13	2	£20,000	£3,000
	Church Street to Town Hall Square	11	2	£20,000	£3,000
	Church Street to The Limes	8	1	£10,000	£1,500
Eastgate Street	The Limes to Druids Green	36	5	£50,000	£7,500
	Druids Green to Aberthin Road	9	1	£10,000	£1,500
Totals			14	£140,000	£21,000

Table 6.18 – Llantwit Major Retail on-street car parking Infrastructure Costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Boverton Road	Le Pouliguen Way to Stallcourt Avenue	9	1	£10,000	£1,500
	Stallcourt Avenue to East Street	9	1	£10,000	£1,500
East Street	Boverton Road to Church Street	9	1	£10,000	£1,500
Totals			3	£30,000	£4,500

Table 6.19 – Penarth Retail on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Windsor Road	High Street to Arcot Street	24	3	£30,000	£4,500
	Arcot Street to Stanwell Road	23	3	£30,000	£4,500
Glebe Street	Plassey Street to Ludlow Street	17	2	£20,000	£3,000
	Ludlow Street to Windsor Road	14	2	£20,000	£3,000
Stanwell Road	Windsor Road to Hickman Road	28	4	£40,000	£6,000
Totals			14	£140,000	£21,000

Table 6.20 – Penarth (Coastal) on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Esplanade	Bridgeman Road to Windsor Gardens	34	5	£50,000	£7,500
	Windsor Gardens to Cliff Parade	60	9	£90,000	£13,500
Totals			14	£140,000	£21,000

Table 6.21 – Barry Island (Coastal) on-street car parking infrastructure costs

Location		Estimated Number of Spaces	Estimated number of P&D Machines Required	Capital Installation Costs and Infrastructure	Revenue Maintenance Costs - Annual
Firars Road	Station Approach Road to Paget Road	51	7	£70,000	£10,500
Paget Road	Station Approach to unnamed Road	18	3	£30,000	£4,500
	Unnamed road to end	19	3	£30,000	£4,500
Unnamed Road	Paget Road to End	4	1	£10,000	£1,500
Station Approach Road	Paget Road to Breaksea Drive	4	1	£10,000	£1,500
	Breaksea Drive to Friars Road	0	0	£0	£0
Breaksea Drive	Station Approach Road to Adar Y Mor	22	3	£30,000	£4,500
	Adar Y Mor to Friars Road	32	5	£50,000	£7,500
Totals			23	£230,000	£34,500

7. Civil Parking Enforcement Business Case

The implementation of this Strategy will result in an increased work load for Civil Parking Officers. Enforcement duties, cash collection, signing and lining and office administration activities will all increase as a result of introducing parking charges.

At this stage given that the exact scope and scale of this Strategy is yet to be agreed it is not possible to fully understand and cost the CPE requirements. However, it is anticipated that a full review of existing arrangements will be required.

A business case will be needed so that the costs and potential revenue is accurately forecasted and calculated. The business case will provide confidence that the increased CPE workload can be covered by parking income. The business case should also recommend a framework for the future delivery of CPE services in the Vale of Glamorgan. During the interim period, should the Strategy be implemented, the Vale of Glamorgan will increase the number of parking enforcement officers with the current arrangement with Bridgend County Borough Council.

8. Technology

The Vale of Glamorgan is making sure it considers the full range of demand managements tools and technological innovations in an attempt to better manage car parking demand.

Technology will play an increasing role in facilitating park for both the user and the provider. By 2020 70% of cars will have internet access and society is more connected than ever. Car parks are becoming smarter and a new range of technological management products are enabling car park providers to manager their assets in more efficient ways.

There are a number of factors that influence the decision on most appropriate form of parking control. Legalisation, size of the car park, demand, car park location and layout are all issues that need to be considered prior to the implementation of a control measure.

The following is a list of potential interventions, the Vale of Glamorgan may consider in the future, along with other innovations, as they become available;

- Pay on Foot;
- Pay By Phone;
- Contactless Payment;
- Automatic Number Plate Recognition (ANPR);
- In Car Communications; and
- Sensor Technology

9. Conclusion

Car park management has a big role to play in the fortunes of town centres and at visitor attractions across the Vale of Glamorgan. Parking control is needed to ensure the efficient use of space and to encourage a turnover of vehicles. Achieving the correct balance can help increase economic activity and footfall. It can provide access for residents and visitors and help promote and increase use of sustainable transport.

It is acknowledged that car park management is a contentious issue. However, there is very little evidence to suggest that parking charges have a detrimental impact on town centre activity. What is true is that the provision of car parking comes at a cost. Maintenance, management and investment in infrastructure all needs to be paid for and it is becoming increasingly difficult for the Local Authority to bear the financial burden of providing car parking.

This Strategy contains a series of proposals that are designed to promote improved car park management and efficiency across the Vale of Glamorgan. Many of the proposals contained within the Strategy recommend a significant change away from current provision and policies. Consequently, it is recommended that consultation is undertaken to seek feedback and comments on the proposals contained within this Strategy.

This Strategy can strengthen economic and regeneration opportunities by introducing improved and more efficient car park management is also complements the Income Generation and Commercial Opportunities Strategy 2017 – 2020.

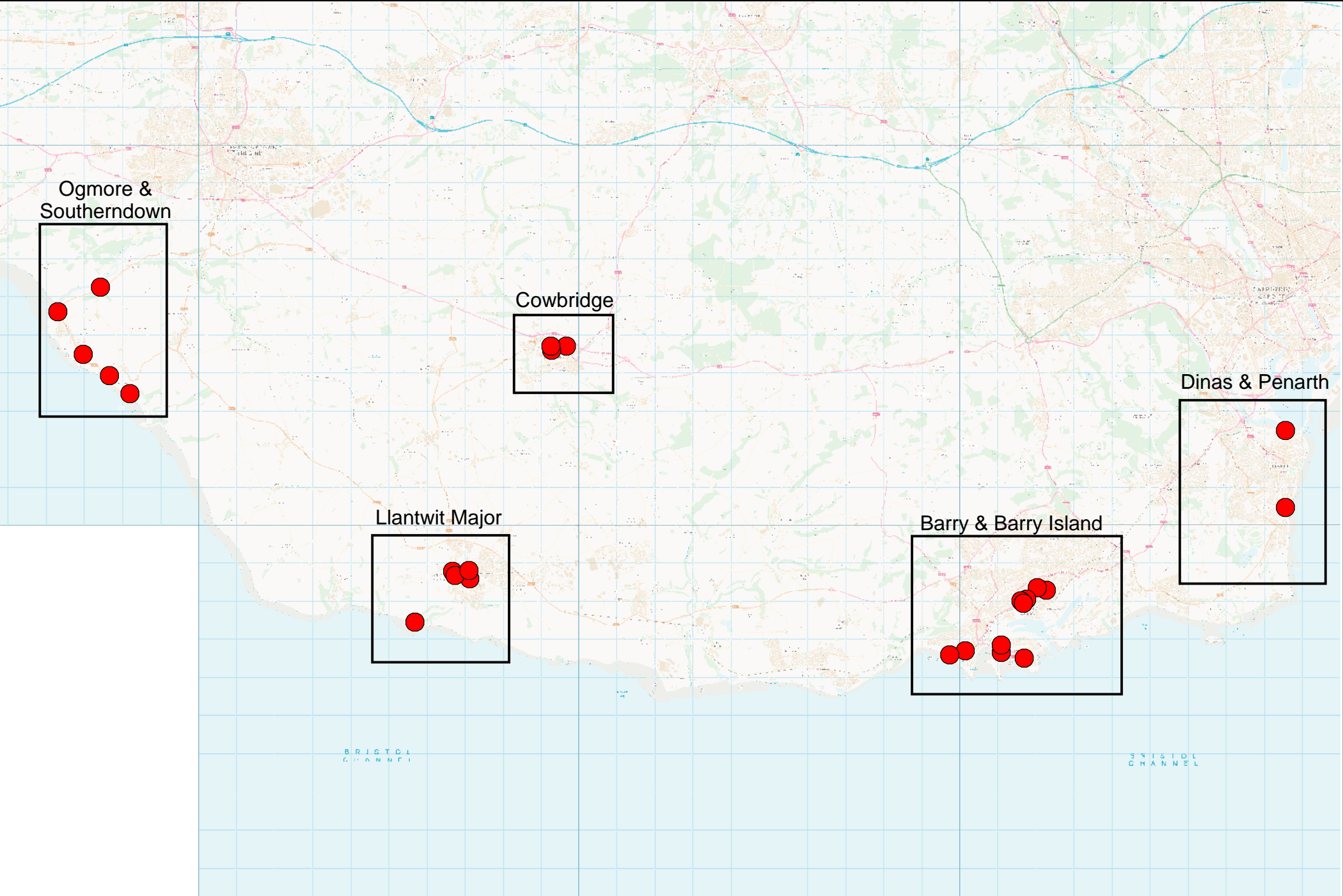
Appendix A

Location of Car Parks across the Vale of Glamorgan

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A.1 Location of Car Parks across the Vale of Glamorgan

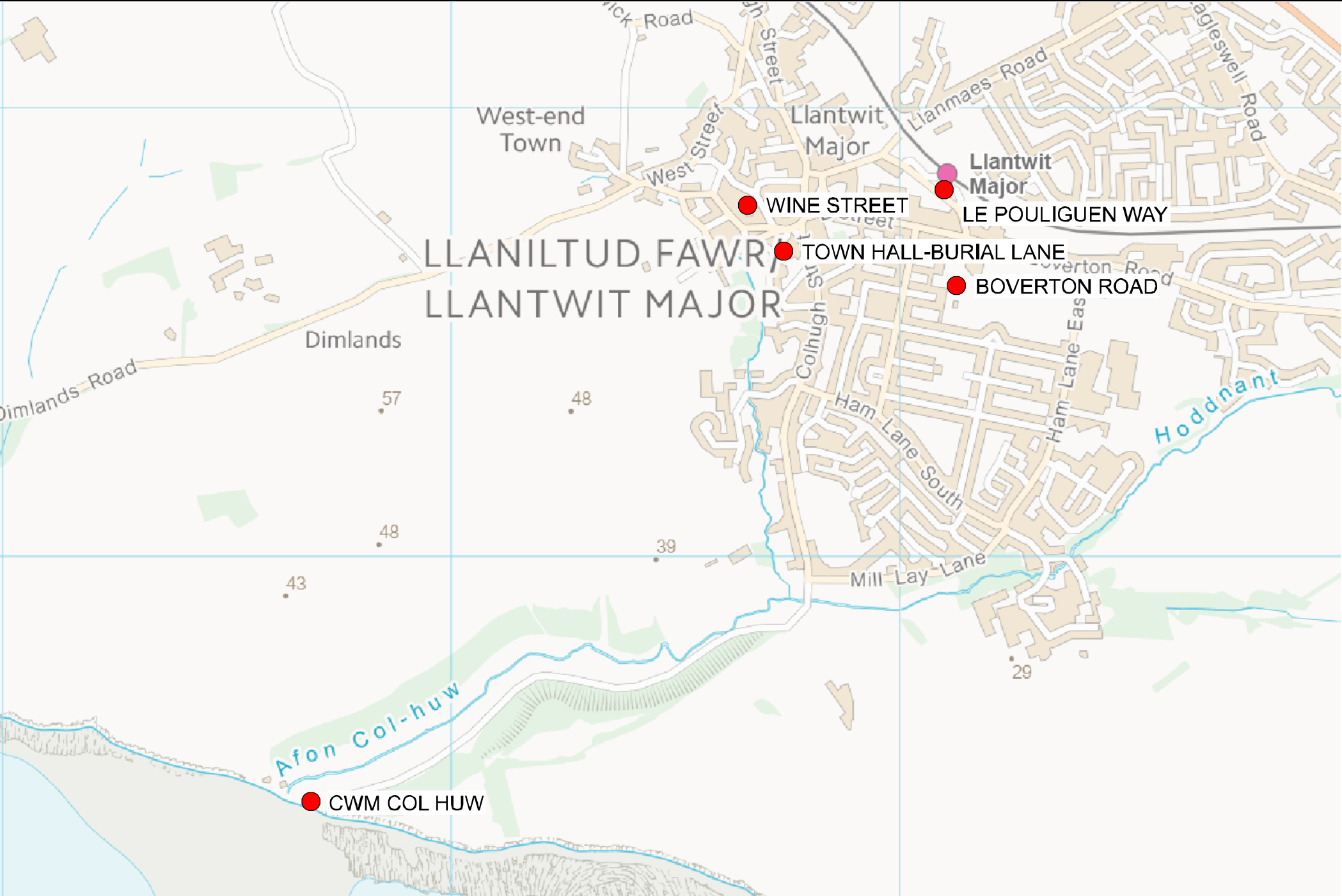
Vale of Glamorgan Car Park Locations



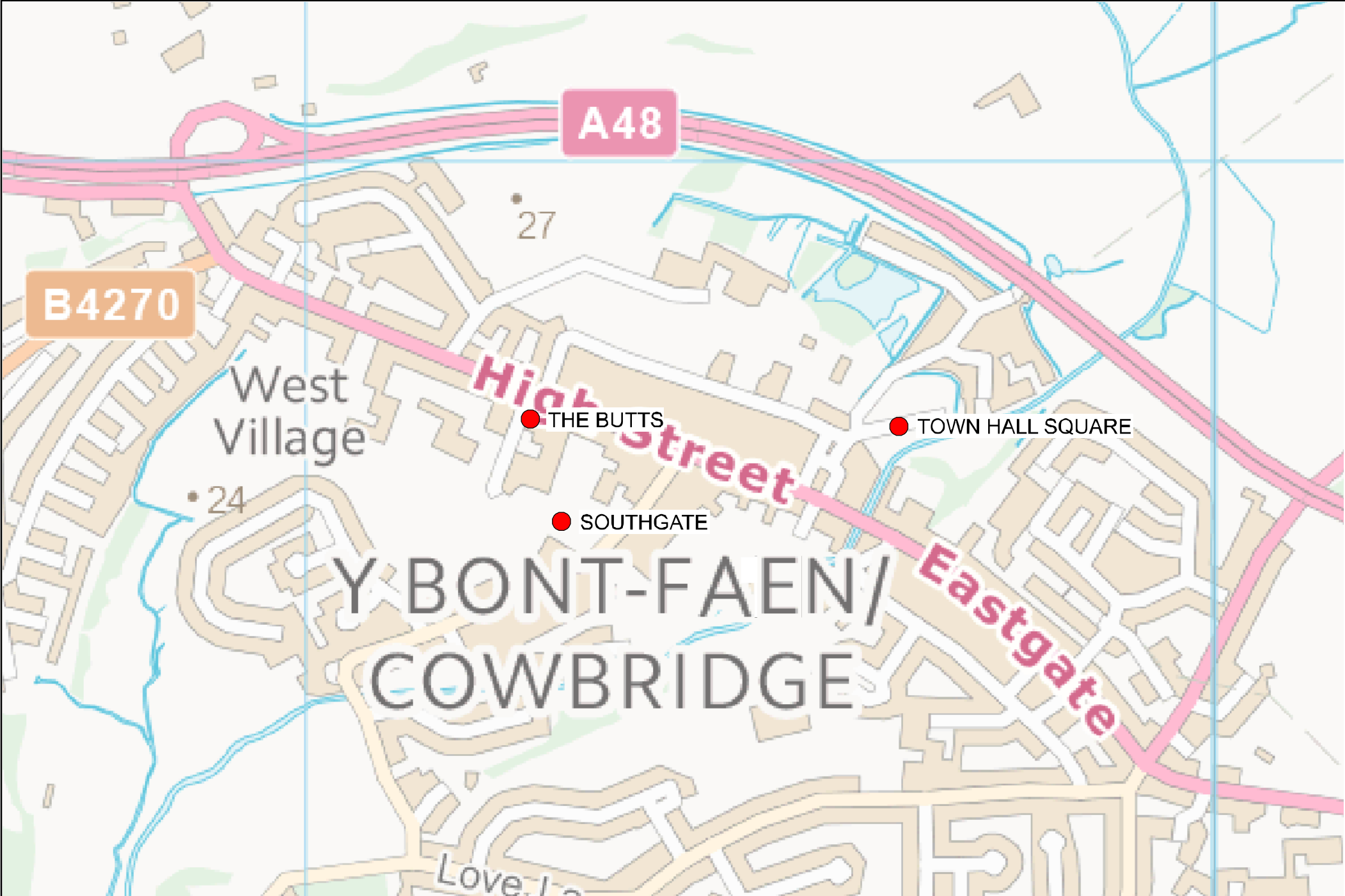
Ogmore-by-Sea & Southerndown Car Parks



Llantwit Major Car Parks



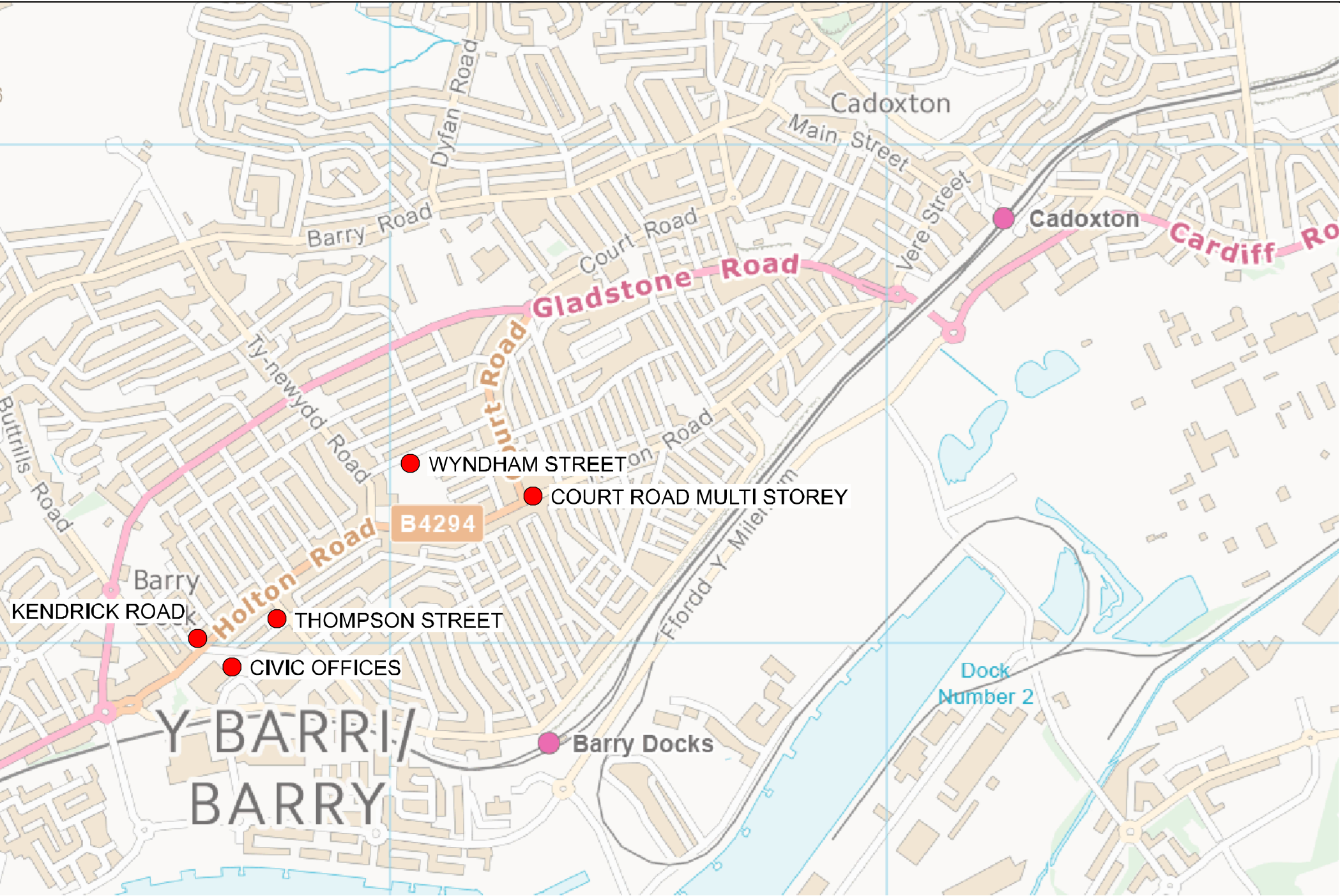
Cowbridge Car Parks



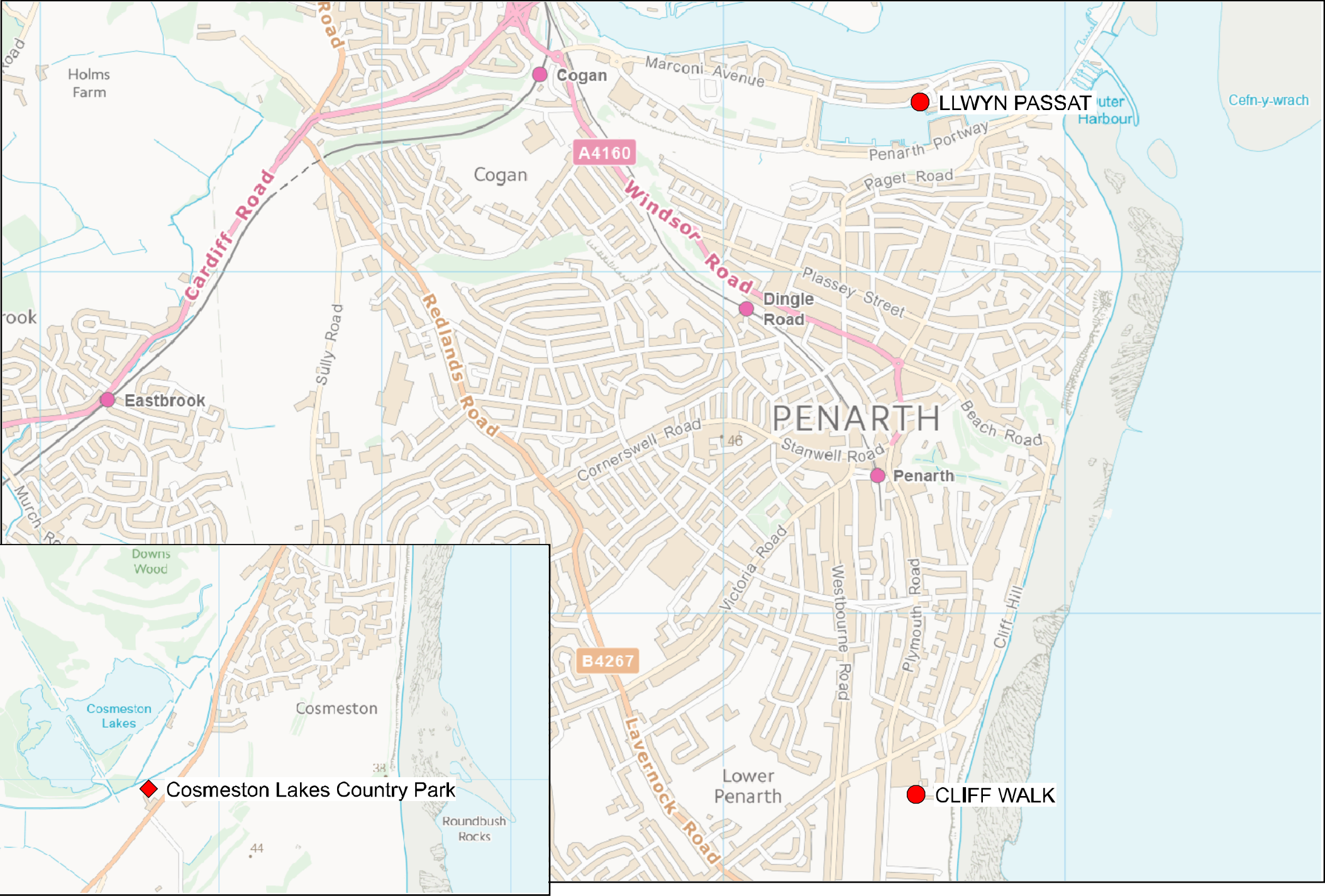
Barry & Barry Island Car Parks (1 of 2)



Barry & Barry Island Car Parks (2 of 2)



Dinas Powys & Penarth Car Parks



Appendix B

Comparison of Tariffs across Wales

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B.1 Comparison of Tariffs across Wales

Local Authority	Location	Tariff					
		1 Hour	2 Hour	3 Hour	4 Hour	All Day	Additional Information
Coastal Locations							
Pembrokeshire County Council	St Davids	£1.00	£2.00	£3.00	£5.00	£5.00	Season Ticket (£30)
Conwy County Borough Council	Rhos-on-Sea	£0.50	£1.00	£2.50	£2.50	N/A	10 Hours (£3.50)
Neath Port Talbot County Borough Council	Aberavon	£1.00	£1.50	£2.00	£2.50	£3.00	N/A
Gwynedd County Council	Barmouth	£3.00	£3.00	£3.00	£3.00	£7.50	8 Hours (£4.50) 12 Hours (£6.00)
Town Centres							
Caerphilly County Council	Caerphilly	£0.50	£0.80	£1.20	£2.00	£3.50	N/A
Conwy County Borough Council	Llandudno	£0.50	£1.00	£2.00	£2.00	£5.00	N/A
Ceredigion County Council	Aberystwyth	£1.50	£2.10	£2.90	£3.90	£3.90	Weekly (13.30)
Caerphilly County Council	Bargoed	£0.50	£0.80	£1.20	£2.00	£3.50	3 months (£95) 12 months (£350)
Monmouthshire County Council	Monmouth	£1.00	£1.00	£1.50	£2.00	£4.00	N/A
Gwynedd County Council	Caernarfon	£1.00	£2.00	£3.00	£4.00	£7.00	N/A
Country Parks							
Neath Port Talbot County Borough Council	Margam Park	£5.40	£5.40	£5.40	£5.40	£5.40	£9.40 - Minibus £18.60 - Coach
City of Cardiff Council	National Museum of Wales	£6.50	£6.50	£6.50	£6.50	£6.50	N/A
Caerphilly County Council	Caerphilly Country Parks	£1.00	£1.00	£3.00	£3.00	£3.00	Season Ticket (£50) Half Season Ticket (£25)
Pembrokeshire County Council	Scolton Manor Museum and Country Park	£2.50	£2.50	£2.50	£2.50	£2.50	Season Ticket (£20)

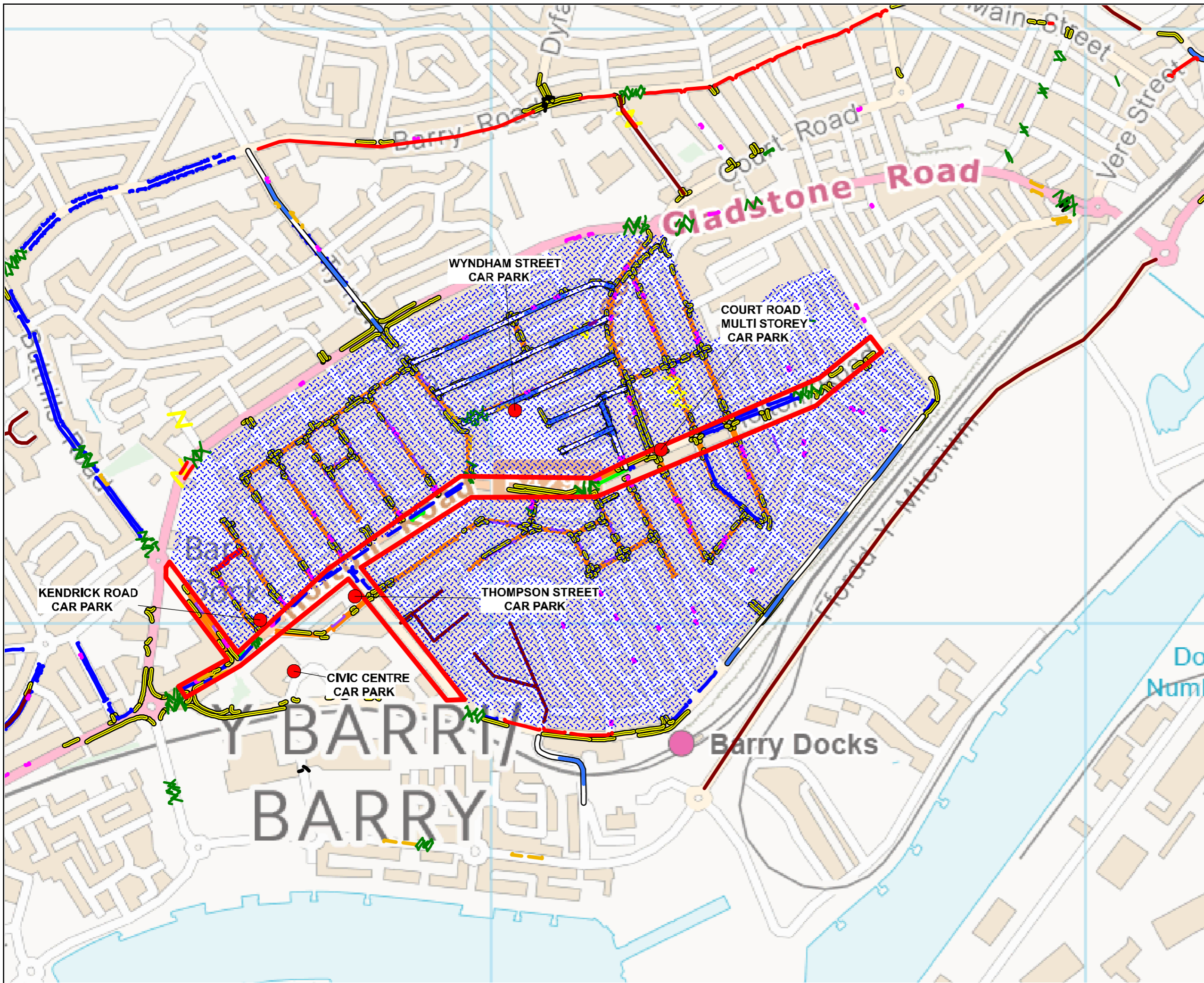
Appendix C

Potential Displacement Parking

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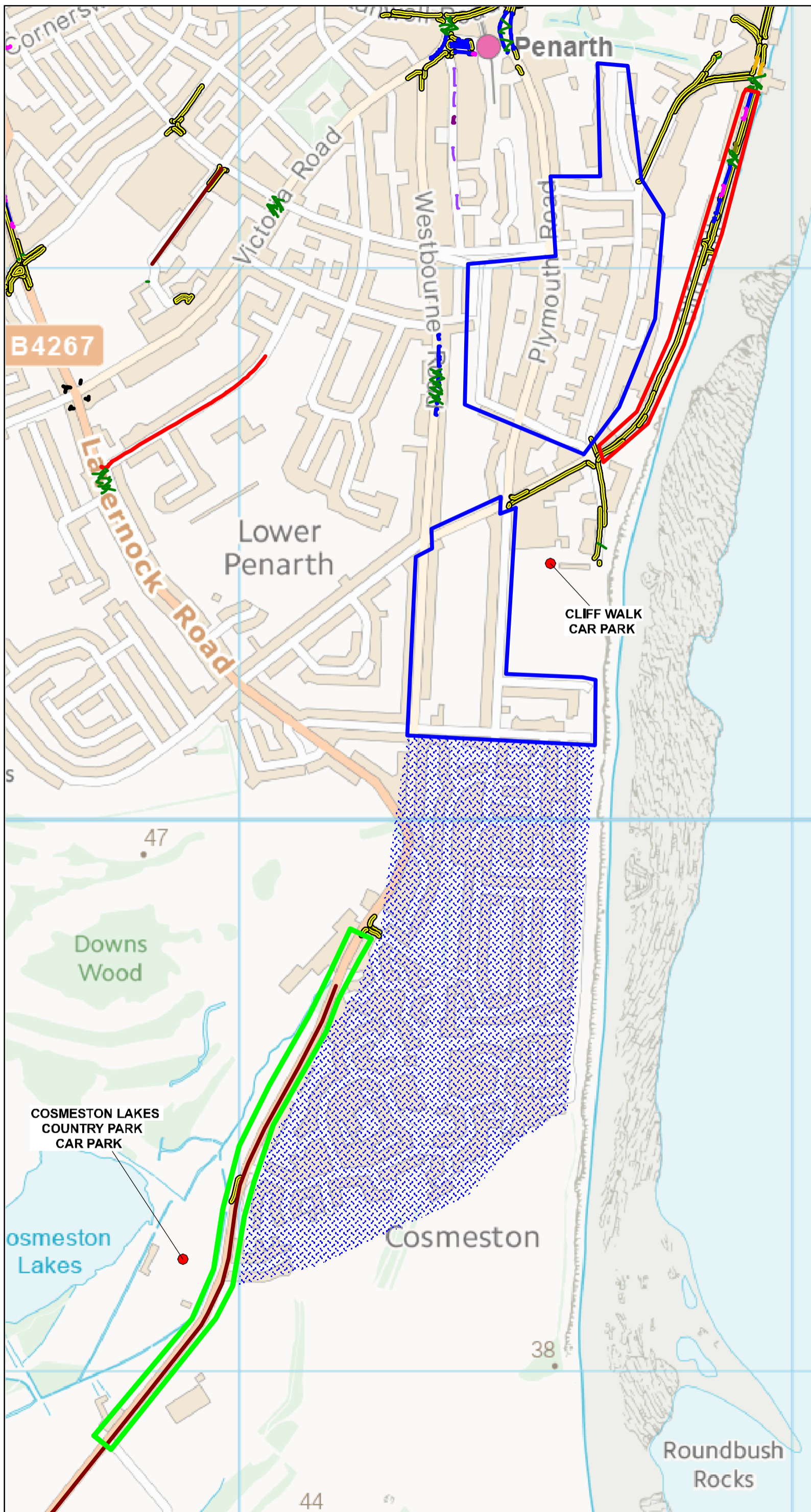
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Appendix C1 - Barry Town Centre On Street Parking Proposals



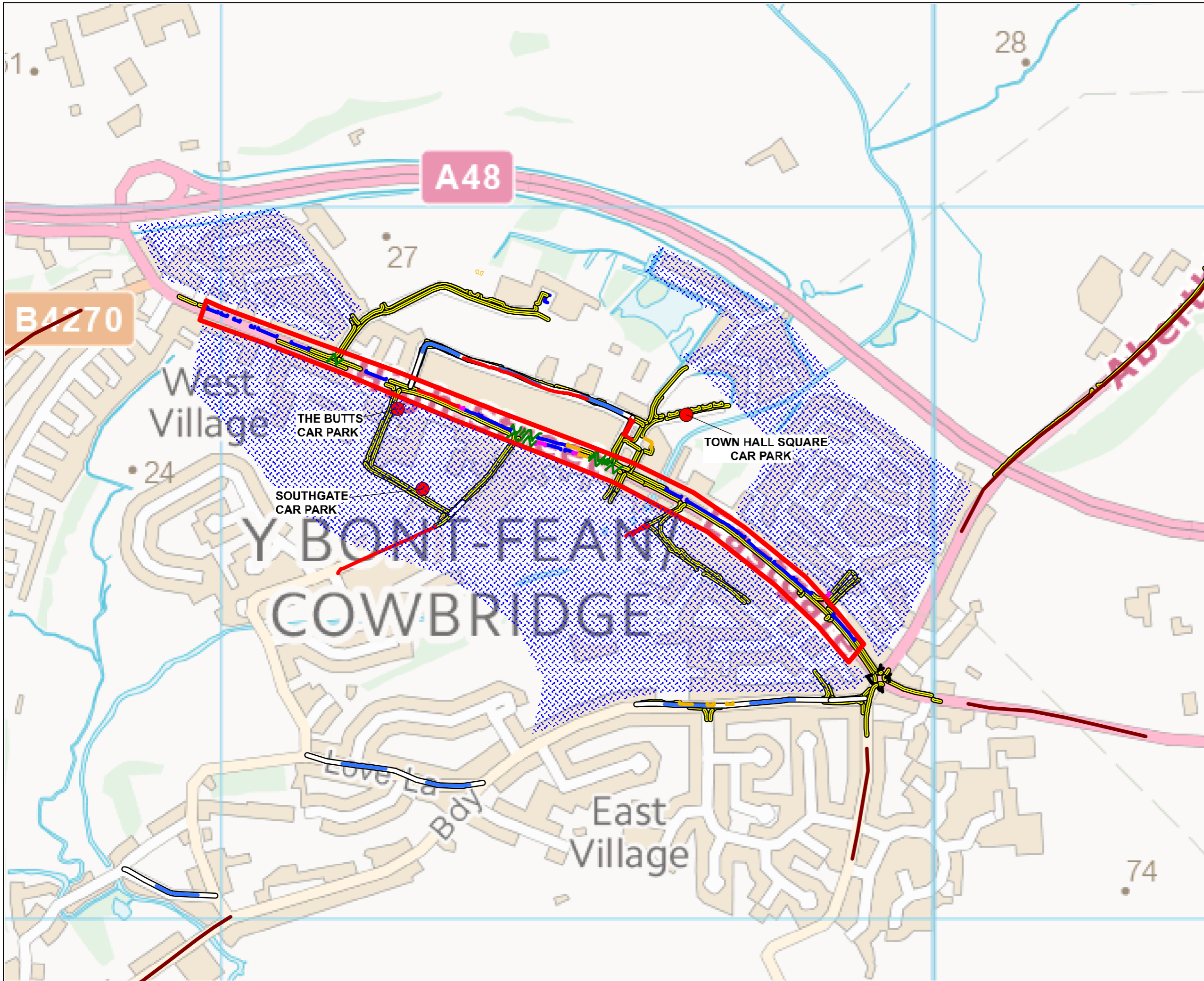
- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals**
- Controlled Parking Zone or On-Street Parking Charges
 - Potential Displacement

Appendix C2 - Penarth Esplanade & Cosmeston Lakes Parking Proposals



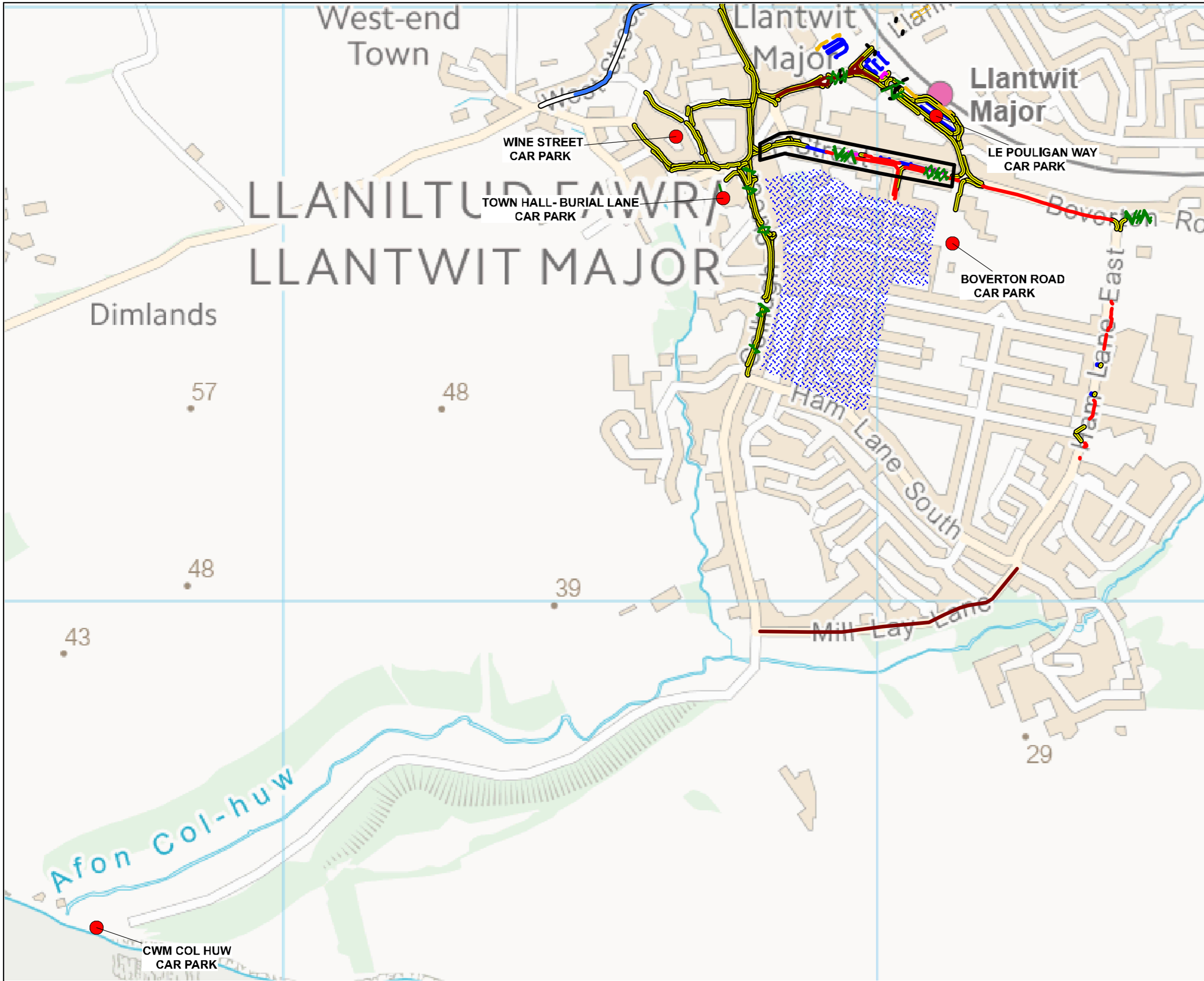
- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - - - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - - - Pedestrian Crossing
 - - - Resident Parking Place
 - Shared Use
 - - - School Keep Clear
 - Taxi Rank
- Proposals**
- On-Street Parking Charges
 - Controlled Parking Zone
 - Install No waiting TRO
 - Potential Displacement

Appendix C3 - Cowbridge On Street Parking Proposals



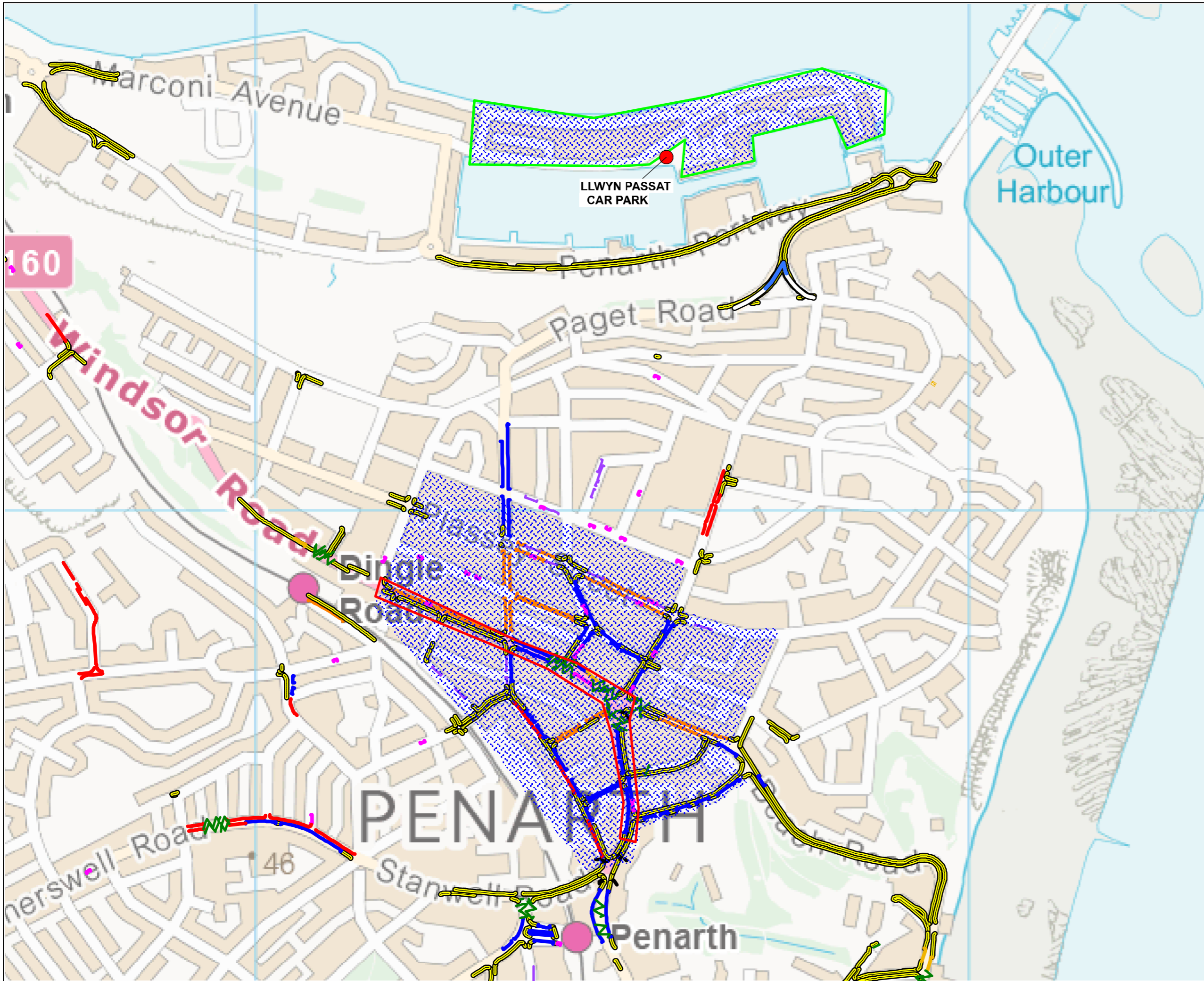
- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals**
- Controlled Parking Zones or On-Street Parking Charges
 - Potential Displacement

Appendix C4 - Llantwit Major & Cwm Col Huw On Street Parking Proposals



- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals**
- On-Street Parking Charges
 - Potential Displacement

Appendix C5 - Penarth & Llwyn Passat On Street Parking Proposals



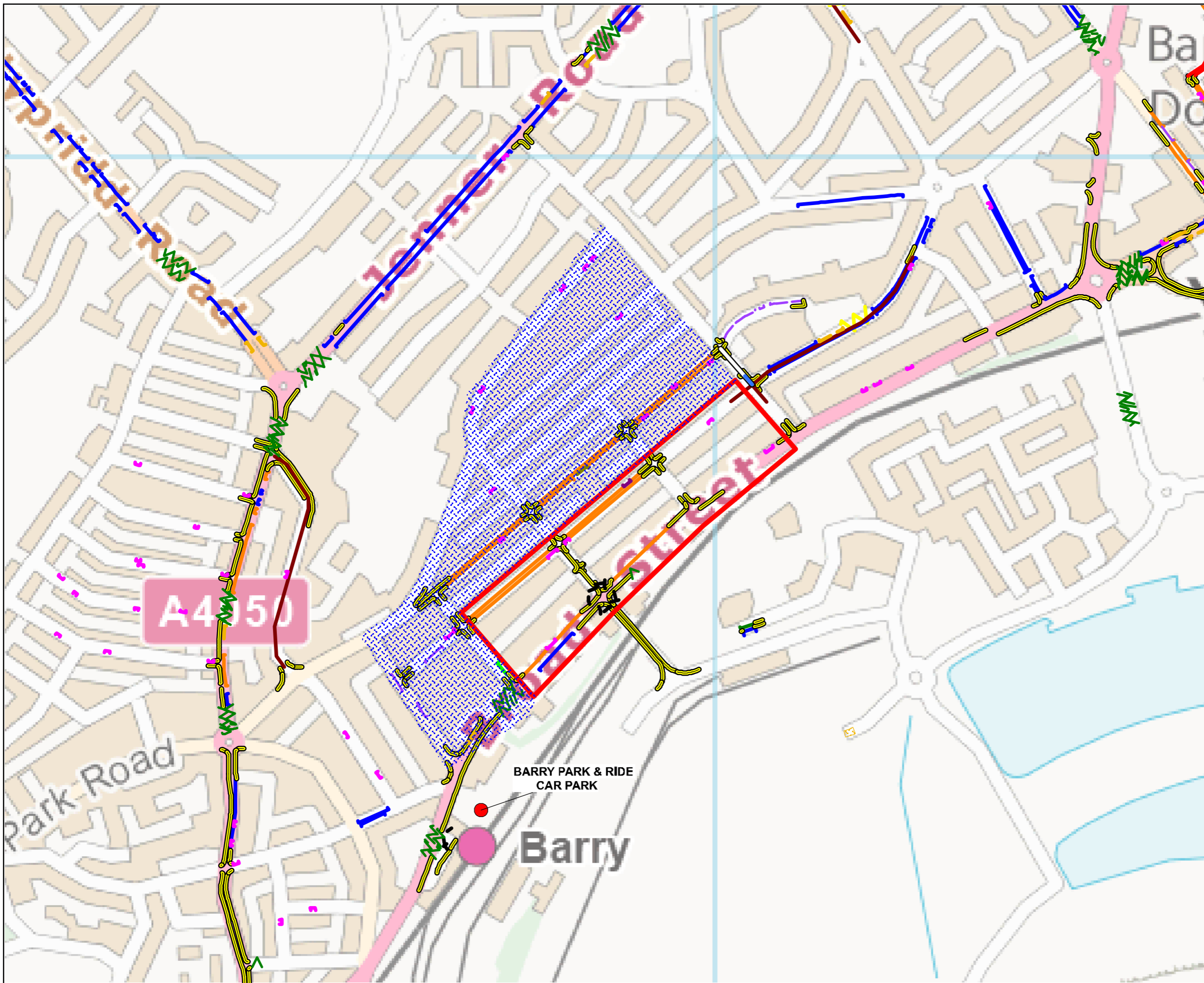
- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals**
- Controlled Parking Zone
 - Controlled Parking Zone or On-Street Parking Charges
 - Potential Displacement

Appendix C6 - Porthkerry Country Park, Bron Y Mor & Cold Knap On Street Parking Proposals



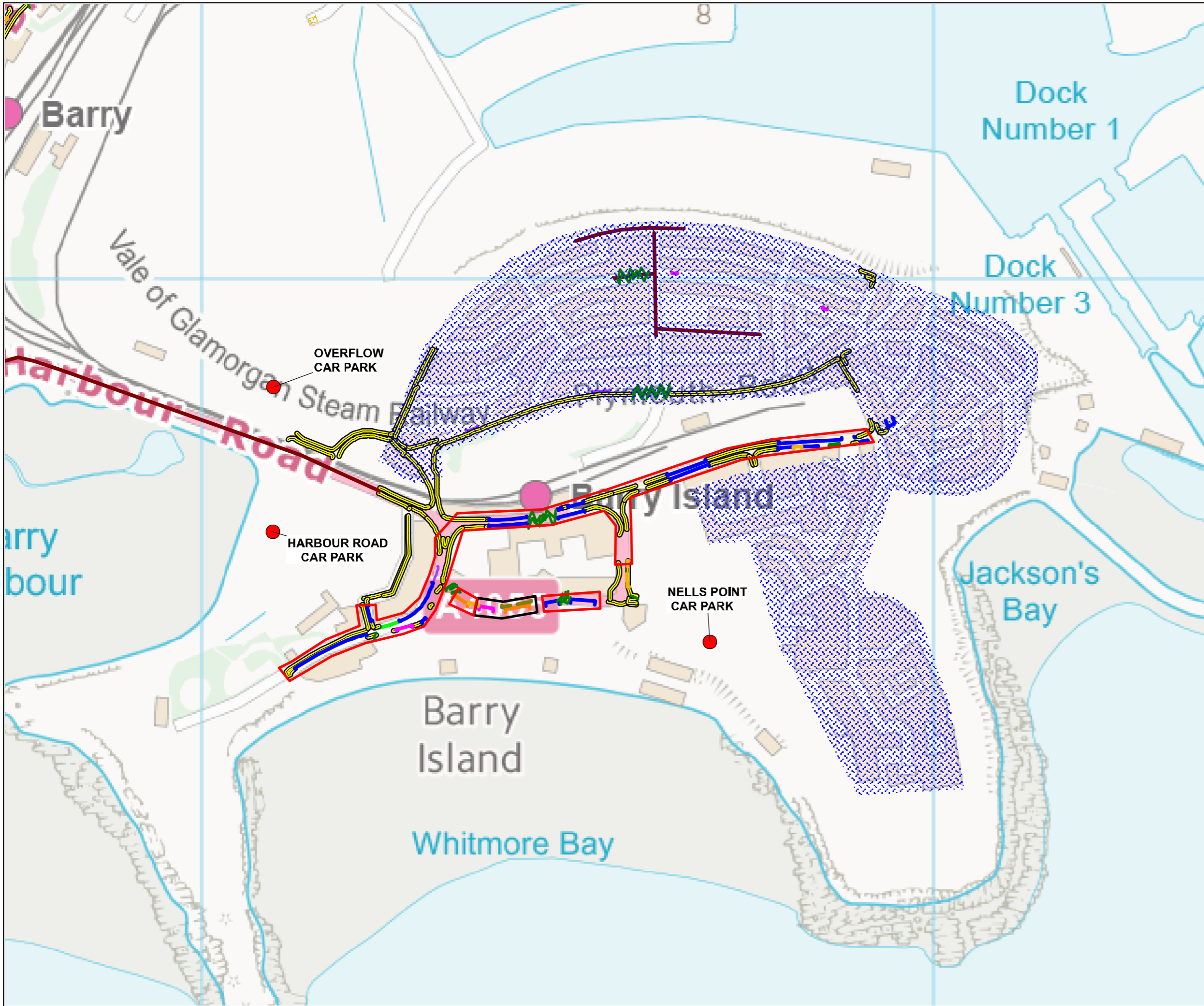
- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals - None**
- Potential Displacement

Appendix C7 - Barry High Street On Street Parking Proposals



- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - ~ No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - ~ Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - ~ School Keep Clear
 - Taxi Rank
- Proposals**
- Controlled Parking Zone or On-Street Parking Charges
 - Potential Displacement

Appendix C8 - Barry Island On Street Parking Proposals



- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank
- Proposals**
- Controlled Parking Zone or On-Street Parking Charges
 - Disabled Bays
 - On-Street Parking Charges
 - Potential Displacement

Appendix C9 - Portabello & West Farm On Street Parking Proposals



- Existing TRO's**
- Ambulance Bay
 - Box Junctions
 - Bus Stop Clearway
 - Disabled Badge Holders
 - Doctor Permit Holders
 - HGV Restrictions
 - Limited Waiting
 - Loading Only
 - Moving TROs
 - No Stopping
 - No Waiting
 - No Waiting at anytime
 - Parking Bay
 - Pedestrian Crossing
 - Resident Parking Place
 - Shared Use
 - School Keep Clear
 - Taxi Rank

- Proposals - None**
- Potential Displacement

Appendix D

Total Existing Coastal Income Figure (3 Years)

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D.1 Total Existing Coastal Location Income Figure (3 Years)

	Barry Island		Ogmore by Sea & Southerdown		
14/15	-£183,236	61%	-£118,875	39%	Total Car Parking Income
15/16	-£250,830	67%	-£122,518	33%	-£302,112
16/17	-£337,915	74%	-£119,677	26%	-£373,347
					-£457,592

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