

Changes to Season Ticket offering

It is proposed, in relation to cars, motorcycles and vans (up to 3.5t but excluding motorhomes and campervans) to:

- Remove the current car park specific season ticket options which restricts the holder to parking in the designated car park noted on the season ticket and remove the current Ceredigion Wide Long Stay Car Park Season Ticket.
- Establish a new Ceredigion Long Stay Car Park Season Ticket (excluding North Road Car Park, Aberystwyth) which will give holders the flexibility to park in any of the Council's Long Stay Pay and Display Car Parks, excluding North Road Car Park. This will be available to any member of the public to purchase.
- Establish a North Road and wider Ceredigion Long Stay Car Park Season Ticket which, will be restricted to 40 season tickets at any one time and will only be available to residents and people employed at properties within the area noted in the map contained in Appendix 1. This will give holders the flexibility to park in any the Council's Long Stay Pay and Display Car Parks. This is deemed to be necessary given the limited capacity in North Road Car Park (54 spaces) and its relative significance as a car park for those attending appointments at North Road Clinic. Uptake of this season ticket will be monitored and reviewed and, if it is oversubscribed, entitlement may revert to being limited to residents within the zone only in the future.

It is proposed in relation to the Heavy Vehicles (HGV / Bus / Coach) season ticket arrangements to:

- Remove Heavy Vehicles from Bath House Car Park which, is not suited for this type of vehicle. This car park does not have designated parking spaces for these types of vehicles and its size and layout would make the provision of dedicated spaces impractical. In addition to this, access to Bath House Car Park can be challenging for larger vehicles.

Other than this change, Heavy Vehicle Season Tickets will remain car park specific due to the limited number of car parks which are suitable for, and permit, this type of vehicle.

Alongside the above, it is proposed to revise the scale of charges for Season Tickets in line with Table 1. This would see a standardisation of charge across the County and a reduction on the cost of the current season tickets available, making such an option more affordable to residents.

Table 1

Season Ticket Type	3 months	6 months	9 months	12 months
Cars, motorcycles and vans up to 3.5t (<i>excluding motorhomes and campervans</i>).				
Ceredigion Long Stay (excluding North Road)	£90	£165	£240	£295
Ceredigion Long Stay (including North Road) – <i>restricted to residents and those employed within defined area</i>	£90	£165	£240	£295
Heavy Vehicles (HGV / Bus /Coach) – Car Park Specific - <i>one to be select from the following 6 car parks:</i>				
Aberystwyth – Lower Park Avenue Cardigan – Fairfield, Mwldan or Quay Street Lampeter – Rookery New Quay – Church Road	£180	£330	£480	£600

The overall rationale for the above proposal is that it will simplify the current offering and provide greater flexibility to holders should there be limited capacity at a particular car park at any given time or, if they wish, to visit another area of Ceredigion. This will also be of particular benefit to holders who may live in one town and work in another and who may want to make use of Council Pay and Display Car Parks for parking at both locations.

Reducing and standardising the charges will also provide greater value for money with, a significant reduction on most current charges. The proposed charges would effectively mean that, based on purchasing a 12-month season ticket, the cost to park per day would be just 81p per day.

Less frequent customers would also benefit from a reduction in the cost of season ticket charges with this revised proposed charging regime. For example, a customer who only uses Ceredigion Car Parks 3 days a week that purchases a season ticket, would see their cost of parking be equivalent to £1.89 a day, less that the proposed cost of parking for 2 hours in both the Coastal and Inland proposed bands.

To extend Maesyrafon Car Park in Aberystwyth into the former Arriva Site

It is proposed, subject to planning permission being granted, to extend the current Maesyrafon Car Park into the former Arriva site adjacent. This proposal will increase the number of available parking spaces by approximately 150 spaces, thereby increasing overall parking capacity within Aberystwyth. The proposal will also provide improvements including:

- Reconfiguration and the provision of a turning lane into the current main entrance to the car park).
- To the general aesthetics of the car park.
- Closure of an access to prevent the use of the car park as a short cut which will improve road safety and, reduce traffic flows within the neighbouring residential streets and along an existing active travel route.
- Active travel measures in the form of a shared use path through the site that will link the existing Ystwyth Cycle Path more directly with Boulevard St Brieuc.

An indicative plan of the proposal can be found in Appendix 2.

The terms and conditions, including vehicle types permitted will align with the wider Maesyrafon Car Park. The charges applicable will also align to the fees and charges which will apply to the existing Maesyrafon Car Park.

To change the designation of Gloster Row / Red Lion Car Park, Cardigan

It is proposed to change the designation of Gloster Row / Red Lion Car Park in Cardigan from a Pay and Display Car Park to a Season Ticket holder only car park. This proposal is made for the following reasons:

- Access to the car park is significantly restricted and it is not considered appropriate to actively direct visitor traffic to this location.
- It is a small car park which has a limited number of spaces.
- The car park is predominately used by residents of the surrounding streets with limited use by other types of visitor / customer.
- It is not considered to be cost effective to install and maintain a new pay and display machine for the limited number of day visitors / customers that use the car park.

To change the designation of Pendre Car Park, Cardigan

Whilst Pendre Car Park had historically been utilised as a Permit Holder only car park prior to COVID, it is considered that it would be better utilised moving forward as a short stay Pay and Display car park (2-hour max stay). This view is held on the basis of the following:

- The car park is in a prime location in Cardigan and is the closest car park to the main shopping areas. Introducing a short stay (2 hour max stay) Pay and Display car park will increase short stay parking provision within Cardigan. The car park would support those wishing to park and shop / access services located on the high street and provide a turnover of spaces during the day.
- A short stay car park at this location would provide level access to the high street for those with mobility issues. Access for Blue Badge Holders to the high street from the current short stay Greenfield Car Park is via College Row which is a steep incline and has no footway provision.
- When last utilised as a permit holder only car park in 2019/20, an income of £1,925.98 was generated from lease payments. There is potential for a short stay car park, at the same rates as charged at Greenfield car park to exceed the income that would be achieved by any permit or season ticket arrangement.

The charging hours for the car park, as with other town centre car parks would be 08:00-18:00. Thus, affording free parking outside these hours which, would positively support the town centre nighttime economy.

Simplification of charges / tariffs across the County

Currently the charge / tariffs for parking varies between and, in some cases, within towns. It is proposed that a further simplified charging structure is implemented across the County's pay and display car parks which include:

- All types of vehicles paying the same rate in a car park.
- Two bands of charges being applied, these being:
 - Ceredigion Coastal (Aberaeron, Aberystwyth, Cardigan and New Quay)
 - Ceredigion Inland (Lampeter, Llandysul and Tregaron)
- Standardising the tariffs available across all car parks to 2 hours, 4 hours, and 24 hours (with the exception of Greenfield Square Short Stay Car Park which will retain a 3-hour tariff).
- Removing the weekly ticket tariff option at long stay car parks (with the intention that the option to purchase multiple day tickets will be facilitated as part of an additional payment by phone / app option).
- Providing consistency with:
 - All current seasonal car parks reverting to charging all year round.
 - All current seasonal car parks reverting to charging hours of 08:00 – 18:00 (in line with the standard Pay and Display Car Park charging period).

This proposal will:

- Move closer towards customers paying the same charge for the same service across the County.
- Provide a simplified charging structure which is easier to communicate and understand.
- Further simplify the use of pay and display machines for customers due to fewer options being available to select.
- Provide enhanced free parking opportunities at seasonal car parks after 6pm which will support the evening / nighttime economy and leisure activities after traditional working hours.
- Enable a revised fees and charges structure which, in some cases, will see a reduction on the cost of current comparative tickets.

- Enable season ticket costs in general to be reduced in line with the proposals as set out in point 1.
- Reduce the costs to implement changes to pay and display charges in relation to advertising and software update costs.

The proposals should also, from modelling activities undertaken, support achieving the additional income expectations set as part of the budget setting process for 2024.

The proposed charging bands are set out in Table 2 below.

Table 2

Zone	2 hours	3 hours	4 hours	24 hours
Ceredigion Coastal – <i>Aberaeron, Aberystwyth, Cardigan and New Quay</i>	£4.00	£4.50* <i>*Greenfield Square only</i>	£5.00	£7.00
Ceredigion Inland – <i>Lampeter, Llandysul and Tregaron</i>	£3.00	n/a	£4.00	£5.00

Please note – the charges outlined in Table 2 includes the 50p uplift on each tariff that was agreed by Cabinet to support the recommendation made by the Thriving Communities Overview and Scrutiny Committee that all Blue Badge Holders be made exempt from charges in Pay and Display Car Parks (see item 7).

To change the approach to Blue Badge Holder charging

Currently free parking is afforded only to Blue Badge Holders in vehicles that pay £0 Vehicle Excise Duty due to specific criteria that entitle them to an exemption by virtue of disability. All other Blue Badge Holders are required to pay to park. The number of customers that this exemption applies to is small, and it can be difficult to communicate to customers who is and who isn't eligible for the exemption.

Following acceptance by Cabinet of the recommendation of the Thriving Communities Overview and Scrutiny Committee it is proposed that the current charging arrangement are changed as follows:

- That charges no longer apply to any vehicles irrespective of their Road Fund Licence status where a vehicle is being used by the holder of the Blue Badge and where it is displayed in the vehicle in the prescribed manner.
- All other provisions of the order, other than the requirement to pay the charges applicable, will remain applicable to Blue Badge Holders.

This change will:

- Treat all Blue Badge Holders more equitably irrespective of their vehicle Road Fund Licence status.
- Make it easier to communicate the position to customers.
- Remove current challenges with identifying who is eligible for the exemption where a vehicle is displaying a Blue Badge but, has failed to pay following the removal of paper tax discs.
- Result in an uplift of 50p on each of the tariffs applicable to non-Blue Badge Holders to support the proposal compared to the tariffs proposed had the proposal remained as set out in the Officer's recommendations which, would have seen all Blue Badge Holders charged but afforded an extra 1 hour of parking time over and above that paid for.

Introduction of terms and condition related to Electric Vehicle (EV) charging infrastructure.

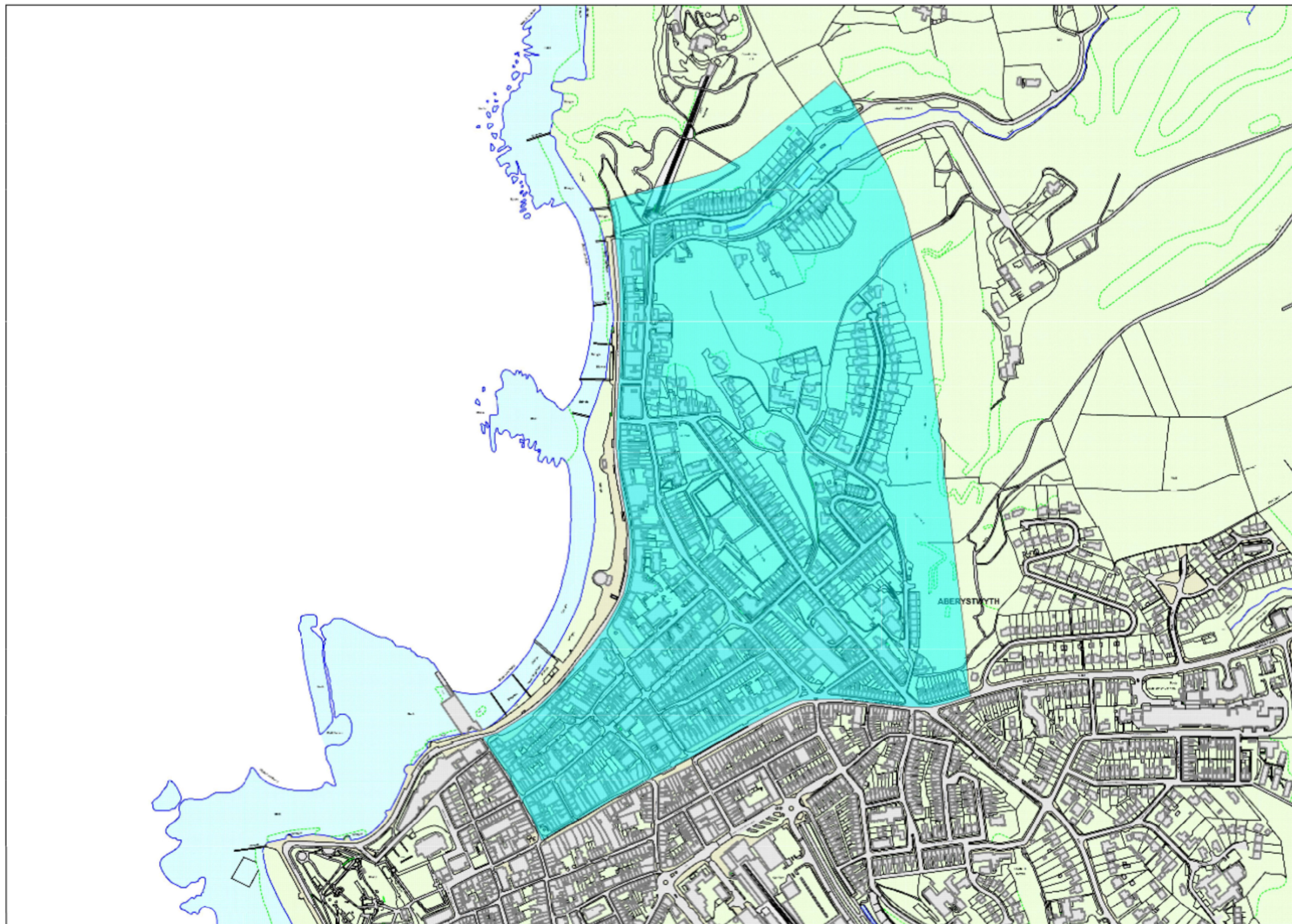
The recent introduction of EV charging infrastructure in Council managed Pay and Display Car Parks means it is considered appropriate to update the existing terms and conditions of the Off-Street Order to introduce some specific elements related to the use of the EV infrastructure and their associated parking bays. This is to ensure clarity for customers and that the infrastructure is used appropriately and, where it not, that appropriate enforcement action can be taken. This includes:

- Definitions related to EV vehicles, EV infrastructure and associated dedicated EV parking bays.
- The length of time a vehicle is permitted to be parked in and use a dedicated EV charging bay which, where appropriate, will be based on the type of charger available in the car park and where applicable, the maximum time a vehicle is permitted to park in a car park.
- No return periods for the use of an EV charging bay.
- That vehicles using dedicated EV parking spaces must be actively charging / using the EV infrastructure.
- That payment of the Parking Charge is required in addition to the payment for charging the vehicle.

Consolidation / Administrative activities

More generally, as part of these proposals an administrative activity will be undertaken to consolidate previous Order amendments which have taken place since 2012, where these remain relevant, into any new order facilitating the package of proposals set out e.g. previous changes to the type of vehicle permitted in some car parks or additions / removal of car parks to the original orders implemented. It will also include administrative changes as follows:

- Update provisions related to the methods of payment of the charges for the use of Long and Short Stay Parking Places
- Update and insert definitions.
- Update the Schedule of maps denoting the extents of Parking Places to:
 - a) reflect updated topographical data,
 - b) remove areas of land sold by the Council,
 - c) remove areas of land no longer leased by the Council, and
 - d) to correct omissions / errors in extents of existing Parking Places.
- Remove provisions which are no longer relevant.
- Update provisions where necessary to align with changes in legislation.



ARDAL CYMHWYSO TOCYN TYMOR MAES PARCIO FFORDD Y GOGLEDD
NORTH ROAD CAR PARK SEASON TICKET ELIGIBILITY AREA

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Dyddiad / Date: 12/06/2024

Atodiad 2 – Map dangosol yn dangos y cynigion ar gyfer ymestyn Maes Parcio Maesyrafon.

Appendix 2 – Indicative plan showing proposals related to Maesyrafon Car Park extension.

