



**Highways Committee**  
16 March 2016

**Report of Head of Parking and  
Lighting**

For Decision

Wards Affected:  
Northwick Park

**Northwick Park car park**

**1. Summary**

- 1.1 Income from Northwick Park car park is not covering the cost of the facility, which is the expectation set by Cabinet. The report proposes to offer a limited number of parking season tickets for the Northwick Park car park. This will contribute to achieving the income target for the car park, whilst protecting the availability of spaces for park users.

**2. Recommendations**

**That Highways Committee agrees:**

- 2.1 To authorise statutory consultation on the introduction of limited season ticket parking for Northwick Park car park, as set out in paragraph 3.7; and
- 2.2 To delegate authority to the Operational Director (Environment and Employment Services) to implement the season ticket parking scheme for Northwick Park Car subsequently with any minor alterations; following consultation with ward Members and the Lead Member for the Environment; and to make any necessary subsequent amendments to existing Traffic Management Orders.

**3.0 Northwick Park Car Park**

- 3.1 Northwick Park car park is sited within the boundary of Northwick Park. The car park has capacity for 96 vehicles, and is primarily intended to facilitate parking for those using the park and sports fields. The facility is close to Northwick Park Hospital, the University of Westminster, and Northwick Park Underground station.
- 3.2 In 2014, the Council responded to complaints from users of the car park that they were frequently unable to find a parking space on weekdays, due to intensive commuter parking.

- 3.3 On 15<sup>th</sup> December 2014 Cabinet agreed to the introduction of parking controls and charges at the car park between 8am and 6pm, Monday to Friday, with a forecast annual income target of £27k to cover costs. Controls and charges were formally introduced on 16<sup>th</sup> March 2015, using a cashless parking tariff. To meet the needs of park users, this is free for the first three hours of parking provided that users register their vehicle at the time of arrival at the car park. For commuters, an all-day flat fee of £3 is now charged. This has substantially reduced parking by commuters and hospital visitors, and freed up spaces for users of the Council's sports facilities. There has however been some displacement of commuter parking on to nearby residential roads.
- 3.4 Currently the car park averages 10 paid and 15 free parking sessions each day. On no occasion have more than 30 free parking sessions ever been booked in a single day. The data clearly shows that significant spare capacity now exists at Northwick Park car park.
- 3.5 Assuming current occupancy levels remain constant, the car park would generate £7k gross income per annum. In order to meet costs of managing and enforcing the facility, the income projection agreed by the Council in December 2014 was £27k per annum. This leaves a projected £20k per annum shortfall; and income from the car park would not cover its costs. The Council's Long Term Transport Strategy and the Parking Strategy do not support subsidised parking for private car users, as this would discourage the use of more sustainable modes of travel.
- 3.6 The following three options have been considered, in order to increase the income generated by the car park and achieve the necessary £27k per annum:
- Option 1: Replace the free parking for the first three hours with a charge
  - Option 2: Stop parking enforcement activity at the car park, to reduce costs
  - Option 3: Introduce a capped number of season tickets

#### Option 1 - Replace the free parking for the first three hours with a charge

- 3.7 A charge of £1.50 for the first three hours could generate additional income of £5k per annum, assuming occupancy levels do not decline. However such a charge could deter some potential users from visiting the park. It is also likely to lead to further parking displacement onto nearby residential roads. This option is not recommended.

#### Option 2 - Stop parking enforcement activity at the car park, to reduce costs

- 3.8 Very few PCNs are currently issued at Northwick Park car park. The Parking service commissions the parking enforcement contractor to carry out a fixed number of enforcement hours each year, using Civil Enforcement Officers. If Civil Enforcement Officers were to be redeployed from the car park to other locations elsewhere within the borough, they could be expected to achieve a target issuance rate of 1.16 PCNs per hour. This could lead to additional enforcement income of up to £15k p.a. However, there would be significant risks associated with stopping parking enforcement activity. Motorists may stop paying parking charges, as the threat of receiving a Penalty Charge Notice would no longer exist. Over time commuters could

be expected to return to the car park, crowding out park users, as was the situation prior to 2015. This option is not recommended.

### Option 3 - Introduce a capped number of season tickets

- 3.9 Given the significant level of spare capacity at this car park and the desire to reduce the number of vehicles parked in nearby residential roads, an annual car park season ticket could be introduced. It would be competitively priced at £400 p.a., and be valid for use during the operational hours: 8am to 6pm; Monday to Friday. Less expensive three month and six month options would also be available, priced at £100 and £200 respectively. The season ticket would primarily be aimed at staff who work at the hospital. The proposed cost would be equivalent to a daily price of approximately £1.70, representing better value than the current £3 daily tariff. The volume of season tickets available would be capped at 50, in order to ensure that sufficient capacity is always available for users of the park and sports facilities. If we were to achieve sales of 50 season tickets, this would eliminate the current shortfall in income. To implement it would require statutory consultation on the proposed amendment to the relevant Traffic Management Order. This is the recommended option.
- 3.10 Officers will continue to monitor operational usage of the Northwick Park car park in case further changes need to be considered.

#### **4.0 Financial Implications**

- 4.1 The income target for Northwick Park car park is £27k per annum. If this proposal is agreed, the estimated income of £20k from the introduction of the proposed annual season ticket will contribute towards achieving the targeted income agreed by Cabinet.

#### **5.0 Legal Implications**

- 5.1 Traffic Management Orders are made under the provisions of Schedule 9 to the Road Traffic Regulation Act 1984 as amended. The proposed amendments shall be made to the Brent (Off Street Parking Places) Order. Regulation and enforcement of the traffic management order is carried out pursuant to the provisions of the Traffic Management Act 2004. Officers will consider any objections, in consultation with the Cabinet Member (Environment) and local ward Members, before a decision is taken on amending the formal Traffic Management Order.

#### **6.0 Diversity Implications**

- 6.1 S149 of the Equality Act 2010 requires the Council to have due regard to the need to eliminate discrimination, and advance equality of opportunity and foster good relations between those who share a protected characteristic and those who do not. No adverse equality impacts have been identified in the proposal to introduce a limited number of parking season tickets at Northwick Park car park.

### **Background Papers**

15<sup>th</sup> December 2014 Cabinet report – ‘Changes to Council owned car parks’  
15<sup>th</sup> December 2014 Cabinet report – ‘Budget 2015/16 and 2016/17’

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