



Annex 2b - COVID-19 Parking Incentives Annex for Transport and Place Strategy

Purpose

1. The purpose of parking incentives is to support the economic recovery of York, by building confidence both for traders to open and for customer to visit, at a time when travel via public transport is only for essential travel and when confidence levels have been negatively impacted.

Considerations

2. Given the purpose of the incentive is to support economic recovery, implementing this early on in the recovery process is key to its success. Its purpose is to kick start the economy not as a long term solution to economic recovery.
3. Any parking incentives provide an opportunity to encourage the use of the parking app safe contactless payment and help facilitate social distancing.
4. As per the principles under the Economic Recovery – Transport and Place Strategy and park > walk > visit principles, parking incentives could be focused on car parks outside the immediate city centre and exclude Castle, Marygate, Esplanade, and Piccadilly car parks were it would be full price at all times except for blue badge holders who park for free in all council car parks. It is also proposed to exclude locations such as Bishopthorpe Road so that these car park remain for the local businesses and not as somewhere to park and walk into the city centre.
5. Any incentive could be restricted to off peak times when the city is quiet and spread the demand which would help manage and prevent overcrowding in the city centre. However, the corollary to this is that if any incentive is too limited in terms of time it could also create specific overcrowding problems.
6. The incentive needs to be attractive to residents visiting shops, restaurants and cafes in the city centre as well as visitors from further afield. The incentives need to encourage those who may be working at

home to come into the city centre. It should not be an incentive for commuters to use car parks. For this reason it is proposed that if you park before 10am you do not receive and any parking incentive discount.

7. The timing of any discount needs to be timed to have maximum effect. As hospitality trades are likely to open on the 4th of July it is suggested that members consider launching parking incentives from this date.
8. It is proposed that these measures need to support economic recovery for July and August.
9. If social distancing becomes impossible due to the numbers of people in the city centre then the Interim Head of Paid Services can withdraw any parking incentives in conjunction with the leader and deputy leader.

Recommendations

10. Executive is asked to approve that:
 - a) For the month of July, starting on the 4th to implement a two free hours of parking in all CYC car parks for all users of the Ringo Parking App if you park after 10am. This offer will exclude Piccadilly, Marygate, Castle Car Park, Esplanade, Bishopthorpe Road Car Parks, Moor Lane, East Parade and Rowntree Park.
 - b) For the month of August to implement one free hour of parking in all CYC car parks for all users of the Ringo Parking App if you park after 10am. This offer will exclude Piccadilly, Marygate, Castle Car Park, Esplanade, Bishopthorpe Road Car Parks, Moor Lane, East Parade and Rowntree Park.
 - c) To delegate future amendments to the Covid 19 parking incentives to the Interim Head of Paid Service

Financial Implications

11. Two free hours of parking would impact upon income by 21%. An hour of free parking would impact upon income by 12%, but it may also encourage people to use car parks and stay longer.
12. As the car parks are effectively empty the council has lost c £1m in income over the first two months of the year. It is almost certain that

occupancy levels will not return back to normal for a considerable period. The council therefore will recognise losses in income compared to when the budget was set. The cost of the promotion therefore needs to be seen in the context that the cost of the promotion is in addition to the loss incurred as occupancy is lower than budget.

13. If occupancy is at 33% of the level of July 2019 the modelling suggests that the promotion will cost c£31k for July and £18k for August. The higher the occupancy of the car park the higher the cost of the promotion.
14. Should occupancy levels be at 50% the corresponding cost of the promotion would be £49k and £29k.