

HYTHE FERRY PARKING CLOCK SCHEME REVIEW AND RECOMMENDATIONS FOR AMENDMENT

1. BACKGROUND AND INTRODUCTION

- 1.1 When the system of long and short stay clocks was introduced in January 2006 the need to ensure that the scheme did not act as a disincentive for use of the Ferry was recognised. Consequently the "Hythe Ferry Clock" was introduced. This clock enables those who purchased a 10 journey ticket or a period return of a greater value to buy long stay parking in Hythe at a cost of a short stay clock. The clock also provides the holder with the same benefits as the normal short stay clock throughout the District. In 2006 some 1158 clocks were sold and to date 933 have been sold in 2007.

2. THE IMPORTANT ROLE OF PARKING TO THE VIABILITY OF THE FERRY

- 2.1 At a series of meetings between the ferry owners and Officers, the importance of parking facilities to the future viability of the ferry was discussed. It was acknowledged at the meetings that there were a number of reasons why ferry patronage had fallen but assisting ferry users with parking could help to encourage use of the ferry. Concern was expressed by all present that the present clock arrangements did not tie in the provision of concessionary parking tightly enough with use of the ferry.

3. USE OF THE EXISTING PARKING CLOCKS

- 3.1 Shortcomings of existing scheme.
- 3.1.1 It was felt that the present scheme resulted in the 10 single journey ticket being purchased in order to obtain concessionary all year round parking. This not only results in a loss of income to this Council but also encourages use of long stay car parks near the ferry. Similarly those who purchased monthly or quarterly ferry tickets obtained a years parking concession when only a limited number of ferry journey's are undertaken.
- 3.2 Suggestions to overcome the shortcomings set out above.
- 3.2.1 The objective of any new scheme should be to link the ferry concession for long stay parking in Hythe directly to the dates of a ferry session ticket or multiple ticket purchase. This needs to be done in a way which is not financially detrimental to existing ferry users.
- 3.2.2 Following discussions between the Ferry Company and Officers of this Council, the following scheme is suggested.

3.2.3 That Ferry users should purchase a standard short stay clock, and :

- When a multiple journey ticket is purchased a parking card, valid for 5 occasions (number of outward trips on multiple ticket) would be issued. If a valid card is displayed along side the clock the motorist could park long stay in Hythe. The parking card can be designed so that the motorist has to validate each parking act by entering a date on the card. This system is used elsewhere although in a slightly different context.
- A monthly, quarterly or annual parking Card would be issued in the same manner as above and be valid for the same period as the ferry ticket purchased.

3.3 The ferry company support this proposal.

4. ON STREET PARKING

4.1 There have been concerns raised about displacement parking in Jones Lane and West Street, Hythe causing congestion problems. In order to manage these situation proposals for waiting restrictions in the streets concerned are included in the 07/08 traffic management programme and these will be publicly advertised. If implemented the proposals should reduce the problems caused by on street parking in Hythe.

5. TIME TABLE

5.1 If the recommendations set out in this report are accepted the new arrangement would commence on 1 January 2008.

6. FINANCIAL IMPLICATIONS

6.1 For each person who uses the loophole to obtain discounted long stay parking under the existing scheme the Council will receive an additional £72.

7. ENVIRONMENTAL IMPLICATIONS

7.1 Encouraging ferry use reduces the pressure on the already congested A 326.

8. EQUALITY & DIVERSITY IMPLICATIONS

8.1 There are no equality and diversity implications.

9. PORTFOLIO HOLDERS COMMENT

9.1 The portfolio holder supports the recommendations of this report.

10. RECOMMENDATION

- 10.1 That agreement be sought from Hampshire County Council, the Highway Authority, to amend the Concessionary Clock parking scheme for Hythe Ferry as set out in Section 3.2.3 of this report and that officers be authorised to take the necessary steps to amend the Off Street Parking Places Order to implement the suggested scheme as set out in section 3.2.3 of this report.

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