

HAMPSHIRE COUNTY COUNCIL.
SIR GEORGE STAUNTON COUNTRY PARK.
JOINT MANAGEMENT COMMITTEE.

Wednesday 10TH NOVEMBER 2010.

Parking at Staunton Country Park

Contact: Gordon Gardner (Telephone: 023 9245 3405).

1. Introduction

- 1.1. Parking charges could soon apply on a daily basis, members would have a parking permit and paying visitors would get a refund on production of their parking tickets when they pay for a visit. Visitors not visiting the pay zone would have to pay for parking in line with the majority of Country Parks.
- 1.3. Staunton has carried out a survey to ascertain the percentage of visitors using the car park to access Leigh Park Gardens. We asked the following questions:
 - a. Are you visiting the Farm & Gardens today?
 - b. Are you visiting the Country Park (Leigh Park) today?
 - c. Are you a member of Staunton Country Park – including Culture All & Fishing members.
 - d. Misc: Count up the number of occupants in the car.
- 1.2. Helps reduce environmental impact – more visitors will walk and/or bike to Leigh Park.
- 1.3. More space in car park for paying visitors.
- 1.4. Looking at the Manor Farm as a recent example – they have received only 10 complaint letters.
- 1.5. Regular Leigh Park visitors could purchase a Staunton individual membership.

Car park survey 1.1 – 27th Sept to 22nd Oct

Date	Cars surveyed	Average number in car	Number visiting Pay-zone	Number visiting LPG	Number visiting both	% Visiting Pay-zone	% visiting LPG
27 th	34	2.4	23	11	0	68%	32%
28 th	29	2.3	18	11	0	62%	38%
29 th	48	2.3	28	20	0	58%	42%
30 th	51	2.0	31	19	0	60%	40%
1 st	45	2.4	29	16	0	64%	36%
4 th	38	2.2	20	18	0	52%	48%
5 th	29	2.1	16	13	0	55%	45%
6 th	43	2.3	29	13	1	67%	30%
7 th	46	2.1	23	18	5	50%	39%
10 th	38	2.2	23	14	1	61%	37%
11 th	49	2.5	33	16	0	67%	33%
12 th	14	2.5	9	5	0	64%	36%
13 th	10	2.3	5	3	2	50%	30%
14 th	67	2.5	43	24	2	62%	35%
15 th	36	2.1	22	14	0	61%	39%
18 th	53	2.3	36	16	1	68%	30%
19 th	48	2.1	32	16	0	66%	34%
20 th	23	2.4	16	7	0	69%	31%
21 st	49	2.3	27	22	0	55%	45%
22 nd	67	2.4	42	25	0	62%	38%
	Average cars surveyed per day	Average number of people per car	Average daily number visiting Pay zone	Average daily number visiting LPG	Average daily number visiting both	Average % visiting just pay zone	Average % Visiting Just LPG
	40	2.2	25	15	0.6	61%	37%

2. Business Case

- 2.1. Based on the twenty day survey 37% cars using Staunton's car park were only accessing Leigh Park Gardens. These visitors were not visiting the pay zone and didn't carry a Staunton membership. This equates to 29776 cars using Staunton's car park – financially we are looking at over £55,000.
- 2.2. The suggested charge would be £2.00 for the day. Parking meters cost around £2600 - £2800 each. There will be minimal staff time involved other than replacing stationary and removing monies at end of day.

- 2.3. Staunton will have a 10% reduction in HCC contribution in the 2011/2012. This scale of reduction will continue for the next 3 years. This makes it even more important that Staunton finds simple but effective ways to improve income.
- 2.4. Leigh Park Gardens costs over £80,000 to manage. This is including the income from fishing, angling and wood sales. The car parking revenue will be going towards the park.
- 2.5. There are a number of projects within Leigh Park that would benefit from funding. These range from proper toilet facilities, improvements to the Coach House, enhancing the path network, better fishing amenities and improving the gardens.

Cost, income and visitor numbers analysis 1.2

Costs	2011/2012	2012/13	2013/14
Ticket machines	£8400	-	-
Ticket accessories	£500	£500	£500
Marketing & Signage	£150	-	-
Maintenance	-	£500	£500
Staff Monitoring	£2,200	£2,200	£2,200
Preventive measures	£5000	£2500	£1000
Total Costs	£16,250	£5,700	£4,200
Income			
Ticket machines	£59,500	£59,500	£59,500
Total Income	£59,500	£59,500	£59,500
Total Revenue	£43,250	£53,800	£55,300
Visitor & Car no.		Average no. per car	Cars
Pay-zone visitors	108,000	2.2	49,090
LPG using car park	65,508	2.2	29,776
Total Visitors & Cars	173508	2.2	78,867

3. Management

- 3.1 To elevate concerns regarding some visitors using the hard shoulder on Middle Park Way we have included in the budget a generous amount of money to put in place measures to reduce this issue. In discussion with HCC we could increase the density of tree planting. As a temporary measure wooden posts could be strategically placed to impede access.
- 3.2 To enforce against parking on our land, we would first need to erect signs explaining that its private property, that parking is prohibited and that a PCN will be issued for contravention.
- 3.3 Within in the car parking zone we will use light touch management. I have included in the budget a staffing allowance to cover the busy periods. If we are having real issues with non payers then we would have to resort to hiring a firm to enforce payment.

4. Options

4.1 Hydra kerb rising step barrier

- 4.2 The Hydra kerb system is a single stand alone system sited at the entrance to sites whereby entry can be admitted by coin and or swipe card.

4.3 Merits

- Robust and symbolic of high degree of security
- Fair system of collection. Season ticket holders would have access to a swipe card.
- Increased revenue income as in operation all year round.
- Operates through a fail safe system ie if it malfunctions the kerb would retract to ground level.
- Low running costs.

4.4 Disadvantages

- Aesthetically not pleasing to the eye, unwelcoming and not complementary in character to the site.
- Operational failure leads to loss of revenue and potentially high cost of reinstatement.
- Queues and traffic congestion during busy times.
- Relies on having the correct change at the point of entry.
- High initial outlay for installation and commission including a site survey and appropriate electrical connections.
- Signage, traffic funnelling and other public information costs
- Access for emergency services.
- Congestion parking outside the Park's entrance

4.5 Solar powered Strada Transfer coin collection pay and display machines

4.6 These type of machines are in operation at Royal Victoria Country Park and Manor Farm Country Park. They act like the commonly found mains electric powered versions.

4.7 Merits

- They can be sited almost anywhere even in relatively shady areas
- Can be instated using the Ranger team.
- They are of a security specification that would deter the opportunist thief
- Low maintenance
- Environmentally friendly
- Fair system of collection. Season ticket holders could display their tickets inside the front windscreen.
- If a machine fails, it can be isolated and covered by one of the other machines on a temporary basis.
- No traffic congestion/queuing at the entrance on busy days.
- No electrical installation.

4.8 Disadvantages

- An annual service maintenance charge levied after the first year of operation
- Could be subject to vandalism, particularly out of hours. Reinstatement could be expensive
- Congestion parking outside the Park's entrance
- High initial purchase and installation costs as they could not be phased in
- Signage and other public information costs
- Possible visitor resistance to parking charges 'out of hours' in the season and 'out of season'