

Scrutiny Committee

11 September 2024

Subject: Sturry Road Park & Ride: Performance Monitoring

Director and Head of Service:

Bill Hicks, Service Director, Place

Richard Moore, Head of Transport and Environment

Officer:

Richard Moore

Cabinet Member:

Cllr Alex Ricketts

Cabinet Member for Tourism, Movement and Rural Development

Key or Non Key decision:

Non Key

Decision Issues:

These matters are within the authority of Cabinet

Is any of the information exempt from publication:

This report is open to the public.

CCC ward(s):

All Wards

Summary and purpose of the report:

This report provides performance monitoring information relating to the Park & Ride service

To note :

The information and data contained within the report.

Next stage in process:

The next monitoring report will be presented to the Scrutiny Sub Committee in March 2025.

1. Introduction

1.1 The reopening of Sturry Road Park & Ride was discussed by the Scrutiny Sub Committee on 28/02/24 and the committee recommended that performance monitoring reports are presented twice a year containing the following specific information:-

- Data on daily usage
- Length of parking stays, arrival/departure times
- Income

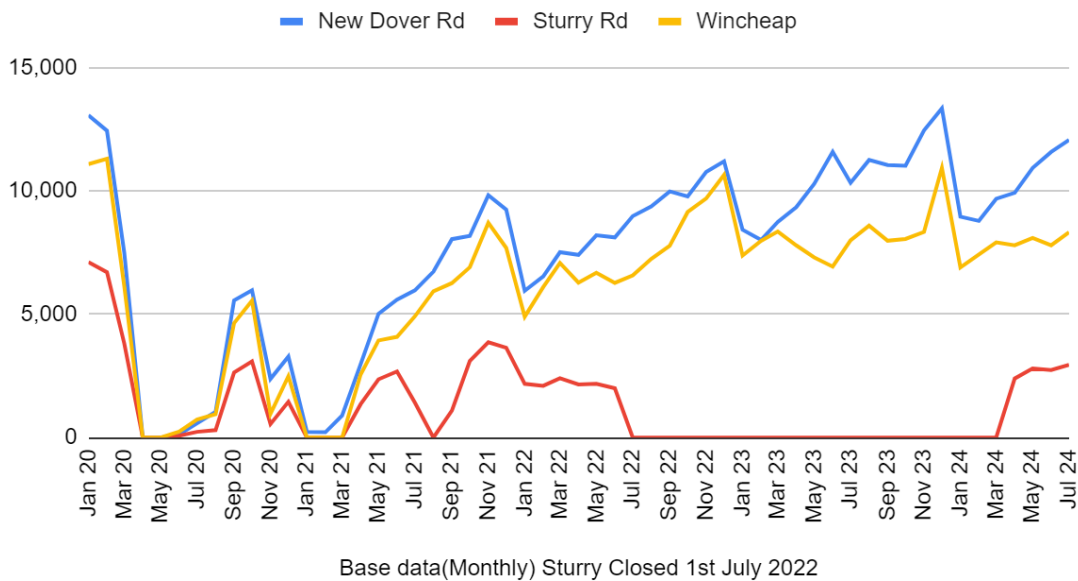
- Data on city centre congestion/Carbon benefit of Park & Ride acts
- Survey feedback, profile of users and where they come from etc
- Impact of marketing spend
- Annual/longer term targets for increased P&R usage

2. Detail

2.1 Current Usage

The following chart and table show the latest position on Park and Ride usage.

Park & Ride payments by month



Number of paid parking acts

	Feb 2020	Feb 2022	June 2022	June 2023	Apr 2024	May 2024	June 2024	July 2024
New Dover Rd	12,442	6,536	8,115	11,577	9,923	10,928	11,578	12,066
Wincheap	11,300	6,102	6,267	6,931	7,796	8,090	7,796	8,320
Sturry Road	6,705	2,099	1,999	closed	2,393	2,778	2,740	2,947
Total	30,447	14,737	16,381	18,508	20,112	21,796	22,114	23,333

The combined usage of all 3 sites has steadily increased since the covid pandemic. The total in July represents approximately 77% of the usage in the last month prior to the start of the pandemic.

In terms of usage at Sturry Road, in the 4 months leading up to closure the total number of acts was 8734 so the current usage 10,858 represents an increase of 24%.

2.2 Length of stay and departure/arrival times

The typical length of stay (dwell time mode) across the three sites is as follows:

New Dover Road – 4 hours

Wincheap – 3 hours

Sturry Road – 3 hours

Arrival and departure times across the three sites are very consistent with the vast majority of acts taking place between 8am and 6pm and peak occupancy occurs around 1pm.

2.3 Income

After the first three months of the financial year, income from the Park & Ride service is forecast to be £1,036,000 and the annual cost of the Stagecoach contract is £1,424,388.

Park & Ride is considered an integral part of the wider parking service which is forecast to generate a surplus in excess of £5 million.

2.4 Data on city centre congestion/Carbon benefit of Park & Ride acts

Prior to entering into the current Park & Ride contract in 2020, a strategic evaluation of greenhouse gas emissions relating to the Park & Ride operation was undertaken by the council's climate officer.

That analysis concluded is that "the current park and ride operation with diesel buses generates around 100 tCO₂/year less than the equivalent number of cars travelling the last part of their journey into central Canterbury".

These figures were based on pre-covid usage and based on current usage it is estimated the current operation with diesel buses is generating approximately 143 tCO₂/year a year more than it is saving. To put these figures into perspective, it is estimated that transport in the district contributes 240,000 tonnes of carbon per annum so that figure represents just 0.06% of the total. It does however highlight the benefits that would be achieved through electric buses.

It should also be remembered that if a decision were made not to continue with Park & Ride, an additional 750 spaces would be required in the city centre to meet the current daily demand for parking and even if suitable locations could be found, these additional vehicles would increase congestion and air pollution.

2.5 Surveyfeedback

A Park & Ride user survey was carried out in July and August and the questionnaire and analysis is contained in Appendix 1.

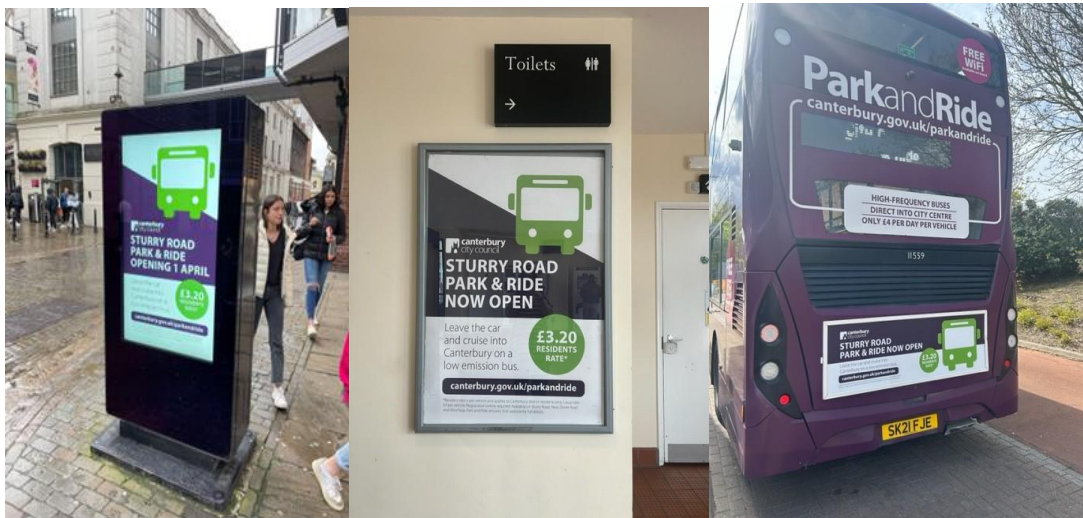
2.6 Impact of marketing

A sum of £30k was allocated for marketing for both the reopening of Sturry Road Park and Ride and the new car park band changes and the residents' rate.

Approx £17k of this was allocated to Sturry Rd reopening between March and July and activity included;

- Bus Stop advertising across Canterbury, Sturry, Herne Bay and Thanet

- KM FM radio campaign
- KM Front page banner strips
- Whitefriars six digital screens
- Community Ad Magazines - Canterbury, Herne Bay and Thanet editions
- MyCanterbury BID Summer Guide 2024
- Park and Ride Bus backs
- Paid advert/promoted post on Facebook (*this was delayed due to FB card payment issues so will run end of May to end of July)
- Organic posts on Facebook, Instagram, LinkedIn, Twitter, Facebook and TikTok
- Mailchimp enewsletter to our parking, roads and transport audience segment which has 4,600 subscribers
- A5 Flyers and A4 Posters distributed to various public locations and venues including libraries, Westgate Hall, The Beaney/VIC, leisure and community centres, etc.
- A0 & A1 Posters at NDR and Wincheap terminals
- CCC press releases
- Signage: A new direction sign installed at Vauxhall roundabout and KCC prioritising the use of 'free text' sign on the approaches to all 3 sites to inform drivers to use Park & Ride for £4 per day instead of parking in the city centre whenever possible.



Assessment of impact

Metric	Target	Result
E Newsletter Open Rate	69.5%	75.1%
E Newsletter Click Through Rate	9.8%	24.1%
Social media engagement (FB, X, LinkedIn)		Reach: 99.2k users Reactions: 247 Comments: 234 Shares: 90
Newsroom press release engagement		Views: 966 Users: 720 Average engagement time: 19.5 secs
Website engagement (1 March-7 June)	Increase above same period last year	Sessions: 5131 +36% Users: 4485 +19% New users: 3961 +63% 12 th most visited page +6 places

Further marketing of the Sturry Road Park and Ride is planned for 10 weeks in the autumn targeting the East Kent area.

2.7 Annual/longer term targets to increase P&R usage

Park and Ride remains a key strand in the current draft Transport Strategy as it is a more sustainable way to travel into the city centre for people who cannot use public transport or walk or cycle from their homes.

The draft strategy contains a target to increase Park & Ride usage by an average of 10% per annum. These increases won't be linear but will reflect step changes in policy and new infrastructure and initiatives which will include the following:

a) Engagement with employers and businesses

We are working with the BID and key employers in the city including businesses and higher educational institutions to increase the awareness and uptake of Park & Ride.

We are also looking to create a new annual Park & Ride permit aimed at employees and students in the 25/26 Off Street Parking Places Order (OSPPO) and to introduce corporate accounts for businesses. These measures will provide further discounts to those already available to residents and regular users.

b) Redistribution of parking supply

The draft transport strategy states that city centre parking supply will reduce by 10% and all new parking demand will be provided at Park & Ride sites. The key priority is to provide a site to meet demand from the A2 north-western approach.

c) Extending on-street residents' parking controls to reduce parking by non residents and encourage greater use Park and Ride.

d) Cost

As well as providing new discounted parking options as set out in a) it is important to maintain a high differential between the cost of using Park and Ride and parking in the city centre and this will be reviewed on an annual basis in the OSPPO.

e) Bus priority measures

It is important that Park & Ride buses (as well as service buses) are seen as a quick and reliable way to travel into the city centre. Infrastructure improvements that reduce journey times are set out in the draft Bus Strategy and the key priority is the completion of an inbound bus lane on Sturry Road between Vauxhall Roundabout and Kingsmead Roundabout.

f) Extending service provision

Although users can already use Stagecoach's service buses free of charge to return to the sites after 7pm, running dedicated Park & Ride buses until 11/12pm would be a more attractive option and will be considered in the next Park & Ride contract.

g) Zero-emission buses

Operating zero emission buses might encourage some users to use the service and again this will be considered in the next Park & Ride contract.

3. Relevant Council policy, strategies or budgetary documents

Park & Ride is an integral part of the current transport strategy and Local Plan. A successful Park & Ride will support objectives of the corporate plan and the council's climate change targets.

4. Consultation planned or undertaken

None at this stage

5. Options available with reasons for suitability

- a) To note the data contained within the report
- b) To request additional data
- c) To make any recommendations to Cabinet

6. Reasons for supporting option recommended, with risk assessment

Option a) is recommended for the following reasons :

The report includes data and information as previously requested by the committee.

7. Implications

(a) Financial

None at this stage

(b) Legal

None at this stage

(c) Equalities

None at this stage

(d) Environmental including carbon emissions and biodiversity

None at this stage

Other implications

None

Contact Officer: Richard Moore, Head of Transport and Environment

Background documents and appendices

Appendix 1 Survey questionnaire and analysis

Additional document(s) containing information exempt from publication:

No