

Westerham Parking – Review of Parking Income after Six Months of New Charges

Car Parks

Change to parking charges introduced in April 2014: the introduction of 3 hours free parking in the Darent car park and 15 minutes parking for 10p in the Quebec Avenue and Vicarage Hill car parks.

Expected change in income for the whole of 2014/15 compared to previous year:

Darent:	down	£7,700
Quebec Avenue:	up	£1,000
Vicarage Hill:	up	£6,000
Total:	down	£700

Comparison for first 6 months of 2014/15:

	Expected income compared to previous year	Actual income compared to previous year	Difference
Darent	down £3,850	down £6,602	down £2,752
Quebec Avenue	up £500	up £443	down £57
Vicarage Hill	up £3,000	up £1,376	down £1,625
Total:	down £350	down £4,783	down £4,434

On-Street

Change to parking charges introduced in April 2014: the introduction of 15 minutes parking for 10p in all areas and 3 hours parking in Croydon Road and Fullers Hill (previously a maximum of 2 hours parking)

Expected change in income for the whole of 2014/15 compared to previous year:

Croydon Road:	up	£8,300
The Green:	up	£8,317
The Grange:	up	£4,969
Market Square:	up	£4,914
Fullers Hill:	up	£5,400
Total:	up	£31,900

Comparison for the first 6 months of 2014/15:

	Expected	Actual	Difference
Croydon Road	£4,150	£3,094	down £1,056
The Green	£4,159	£2,963	down £1,195
The Grange	£2,485	£ 210	down £2,275
Market Square	£2,457	£3,155	up £ 698
Fullers Hill	£2,700	£ 533	down £2,147
Total:	£15,950	£9,975	down £5,975

Average monthly ticket sales for 2014/15

Car Parks

	Quebec Avenue	Vicarage Hill
15 minutes	46	89
30 minutes	183	298
1 hour	276	543
2 hours	408	539
4 hours	263	n/a
Day	74	n/a
Total (Av. month)	1,250	1,469

Due to problems with the ticket machine, ticket sales information is not available for the Darent car park. It is believed, however, that the proportion of income tickets sold is 12% for 4 hours and 88% for all day. As a guide, applying this to the income received for the first 6 months suggests that 276 tickets were sold for the 4 hour period and 2,024 for the all day period. Average month figures would be 46 for 4 hours and 337 for all day.

On-Street

	Charge	Market Square	The Grange	The Green	Fullers Hill	Croydon Road
15 minutes	10p	656	208	124	205	320
30 minutes	20p	1,584	483	493	308	718
1 hour	60p	1,381	428	758	395	707
2 hours	£1.50	998	330	579	229	503
3 hours	£2.50	n/a	n/a	n/a	79	167
Total (Av. month)		4,619	1,449	1,954	1,216	2,415