



## CLERK'S REPORT NO. 2022- 090 Croft Car Park Management Report

**Following an informal meeting held between the JPC and Napier Car Parking, the following management solution is now to be considered by full Council.**

Due to needs under the Road Traffic Act 1984, **Stratford District Council** were unable to proceed with the enforcement of the Croft car park. KERB are limited to software installation and management without enforcement, so it has been necessary for the JPC to reinstitute the most competitive car park management offer, submitted some 12 months ago by Napier Parking Limited. A company recommended by Mr. Peter Lowe, who consulted with the previous and current Council administrations over a period of seven years.

The car park attracts business rates approaching £2,500.00 pa and will undoubtedly require a reserve for repairs and maintenance of £4,000.00, presently being funded by Henley ratepayers. The lease clearly states it is a **shoppers car park** and should be operated as such.

**Finally, it is suggested that a portion of the parking display docket be used as an incentive voucher to promote sales opportunities provided by Henley businesses.**

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Here follows the proposed and updated management agreement between the JPC and the professional car park operator, Napier Parking Limited. Mr. Mat Croft – Operations Manager

Though no firm figure for the revenue that this enterprise will generate can be reliably advised to you, the income is likely to reach **up to £40,000.00 per annum**, after costs and this will undoubtedly create a sound financial base in underwriting a number of other worthy infrastructure projects designed to benefit the whole community. Council will debate:

### **Subject To Contract**

Napier will fund the entire car park set up for the 3 separate car parks which form The Croft Car Parking facility, will install 2 pay terminals that both accept contactless and coin payments and also set up pay by phone, we will erect signage and sign posts throughout the location to ensure total compliance, the car park will be operational 24 hours a day, 7 days per week and will be patrolled to ensure everyone is adhering to the conditions of parking. Our attendant will ensure the site is clean and tidy and in good order and will also assist with general litter picks.

Napier will totally manage the car parking operation, online marketing, permit sales, provide regular cash collections, counting, banking and supply the client with full regular remittance and revenue reports, you will also be supplied a client log in to the portal of the pay machines and the pay by phone provider, so we are totally transparent.

### **Suggested Tariff** ( Monday – Sunday 0800 hours – 1759 hours )

1 hour – 50p

2 hours -£1.00

3 hours -£2.00

4 hours -£3.00

All day – up until 0759 hours the following day £8.00 - £10.00

Overnight rate ( from 1800 hours until 0759 hours ) £1.50

### **Annual Permits**

(valid at all times)

We can offer annual permits for local business's or residents that can be virtual and vehicle specific via our website OR physical permits that will need to be displayed within the vehicle by the driver, these can be person specific with a serial number and could be used in different vehicles, we can cap these at 10 initially to ensure we achieve your objective of making the car parking available for shoppers, I would suggest we market the annual permits at £500 per annum.

**[Note: The Napier Permit Application form will differ from the document provided earlier by the JPC]**

### **Annual Evening Permit**

(Valid Monday to Sunday from 1800 hours until 0759 hours )

£100 per annum

### **Contract & Term**

Napier would require a minimum contract term of 24 months, rolling thereafter with 3 months' notice to terminate, we would look to retain 35% of all car parking income net of transaction processing costs, you ( the client) to receive 65% of car parking income net of transaction costs, you would be liable for any business rates and the physical environment of the car park, Napier to retain any FCN revenue if any.

Please attend the meeting on Monday 5<sup>th</sup> December to ensure that this matter can now be concluded.



**Ray Evans**

**Parish Clerk & Proper Officer - Date: 28th of November 2022**