

ABERDEEN CITY COUNCIL

COMMITTEE	Net Zero, Environment and Transport
DATE	10 June 2025
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	£1 Off-Street Evening Parking Fees
REPORT NUMBER	CR&E/25/129
EXECUTIVE DIRECTOR	Gale Beattie
CHIEF OFFICER	Mark Reilly
REPORT AUTHOR	Vycki Ritson
TERMS OF REFERENCE	8

1. PURPOSE OF REPORT

- 1.1 This report sets out the quantifiable impact of the £1 off-street parking fees after 5pm, 6-month trial between May and October 2024.

2. RECOMMENDATIONS

That the Committee:-

- 2.1 Note the analysis carried out on the parking transactions and that the scheme was successful in attracting additional patronage of ACC off-street car parks after 5pm; and
- 2.2 Acknowledge that the cost of running such promotions, impacts the parking income for Aberdeen City Council.

3. CURRENT SITUATION

- 3.1 The Council Budget meeting on 6 March 2024 resolved "to instruct the Director of City Regeneration and Environment to implement £1 off-street parking fees after 5pm, and to run this for six months before reporting the impact on the city centre to the Net Zero, Environment and Transport Committee;"
- 3.2 The car parks are located on Virginia Street, Gallowgate, Frederick Street, Summer Street, Chapel Street, West North Street, Denburn, and Virginia Street.
- 3.3 The £1 charge represented a saving of up to £4.80 on standard charges for three hours' parking in the evening. Normal charging rates resumed from 8am.
- 3.4 The revised parking prices were introduced in May 2024. This information was shared through press release, ACC website and social media.
- 3.5 Analysis

- 3.5.1 Analysis was undertaken using parking data which provides a breakdown of parking transactions for the period May to October for the car parks included in the £1 promotion for parking at selected car parks after 5pm. Note: July has not been included in the comparison data due to Denburn multi-storey car park being closed for much of the month in 2023.
- 3.5.2 The data analysis showed that there was an increase of 754 transactions (3.5%) after 5pm, in 2024 during the promotional period when compared to the same period in 2023. This was mainly across Denburn multi-storey car park and Gallowgate car park as the other car parks saw a reduction in numbers. The largest increase was evident in October with a 19% increase in parking in October 2024 compared to October 2023. See Appendix 1 for full analysis details.
- 3.5.3 In comparison, daytime parking transactions for the promotional period were also analysed. There was a decrease of 1,907 transactions in 2024 during the promotional period. There were increases recorded within Chapel Street, Denburn multi-storey car park and Gallowgate car park however overall transaction numbers were down. See Appendix 2 for full analysis details.
- 3.5.4 12-27 October 2024 saw the Iconic Bricks Dinosaur Trail underway within the city centre alongside free car parking at weekends in October 2024 which targeted city centre locations (Frederick Street and Denburn multi-storey car parks) over a four week period. These were features of the Vibrant and Sustainable City Centre Pilot approved in August 2024.
- 3.5.5 During the promotional period, parking income after 5pm decreased from £66,496.80 in 2023 to £49,557.60 in 2024 and parking income for the daytime period increased from £295,724.08 in 2023 to £315,562.00 in 2024.
- 3.5.6 Parking charges were increased through the budget process in 2024 by 5%, hence the rise in income for daytime transactions, whilst the number of transactions were down.

3.6 Conclusion

- 3.6.1 The reduction in parking charges after 5pm did lead to an increase in the use of certain car parks during the promotional period and a lesser decline in others. The increased usage of Denburn and Gallowgate car parks was mirrored during the daytime however there was an overall reduction of daytime parking transactions over the same 6-month period when all car parks were considered.
- 3.6.2 Given that there are a number of car parks within the city centre that are not within the Council's control, it is not possible to determine whether the increase in parking transactions within the Council's car parks was a result of additional vehicle trips generated on the road network or of transfers of customers from other car parks.
- 3.6.3 The analysis undertaken for this report is relevant to the Strategic Car Parking Review (subject to a separate report to this Committee) and will therefore be considered in the development of parking policies in the next Local Transport

Strategy. This will recognise the need to balance vehicular accessibility with our environmental obligations, the revenue implications to the Council of changes to car parking, and the need to support and encourage non-car modes of transport, for the health and wellbeing of our citizens and for the continued health of the local bus network, which is vital to supporting the accessibility of those unable to drive a car or who do not have access to a private vehicle.

4. FINANCIAL IMPLICATIONS

- 4.1 Analysis of the income data identifies a cost of £16,939.20 for the final scheme. This does not consider the anticipated income that would have been generated by the 5% parking charge increase that was implemented by the budget process in 2024.

5. LEGAL IMPLICATIONS

- 5.1 All changes to parking charges must be implemented through a statutory process, including reversal of the changes to standard parking charges. These works have been undertaken as charges have now reverted to the baseline.

6. ENVIRONMENTAL IMPLICATIONS

- 6.1 The scheme may have increased traffic movements at peak times in the city, negatively impacting air quality which has largest impact to low-income households or those from areas of deprivation where car ownership is at its lowest and other modes such as walking and cycling is used. This may have negatively impact vulnerable groups by increasing traffic flow making access to areas less safe through increased road safety risk.

7. RISK

The assessment of risk contained within the table below is considered to be consistent with the Council's Risk Appetite Statement.

Category	Risks	Primary Controls/Control Actions to achieve Target Risk Level	*Target Risk Level (L, M or H) *taking into account controls/control actions	*Does Target Risk Level Match Appetite Set?
Strategic Risk	No significant risks identified			
Compliance	No significant risks identified			
Operational	No significant			

	risks identified			
Financial	Loss of income despite increased transaction numbers	A budget allocation was made for this trial which was not fully required.	L	Yes
Reputational	No significant risks identified			
Environment / Climate	Potential attraction of an increase in vehicles within the city centre at peak times.	It is anticipated that vehicles using the facilities of an evening may have transferred from other, private car parks or on-street facilities. They may not represent new vehicles into the city centre.	L	Yes

8. OUTCOMES

Council Delivery Plan 2024	
	Impact of Report
Local Outcome Improvement Plan 2016-2026	
Prosperous Place Stretch Outcomes	Proposals within the report support the delivery of LOIP Stretch Outcome 14: Increase sustainable travel: 38% of people walking; 5% of people cycling and wheeling as main mode of travel and a 5% reduction in car miles by 2026.
Regional and City Strategies	
Local Transport Strategy	The Local Transport Strategy sets out the importance of managing parking within the city centre to support residents, retail, hospitality and other businesses, whilst balancing the needs of those using public transport and active travel modes.

9. IMPACT ASSESSMENTS

Assessment	Outcome
Integrated Impact Assessment	New Integrated Impact Assessment has been completed
Data Protection Impact Assessment	Not required

Other	N/A
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10. BACKGROUND PAPERS

10.1 N/A

11. APPENDICES

11.1 Appendix 1 – Transaction Analysis for after 5pm May to October 2023 and 2024

11.2 Appendix 2 – Transaction Analysis for daytime May to October 2023 and 2024

12. REPORT AUTHOR CONTACT DETAILS

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Appendix 1 – Transaction Analysis for after 5pm May to October 2023 and 2024

PaybyPhone Parking Transactions for Promotional Period

This page provides a breakdown of parking transactions using the PaybyPhone App for the period May - October* for the car parks included in the £1 promotion for parking at selected car parks after 5pm. The data shows comparisons between 2023 and 2024 for the number of transactions after 5pm.

As can be seen across the visuals there was an increase of 754 transactions (3.5%) in 2024 during the promotional period this was mainly across the Denburn Multi-Storey Car Park and the Gallowgate Car Park. The largest increase was evident in October with a 19% increase in parking in October 2024 compared to 2023.

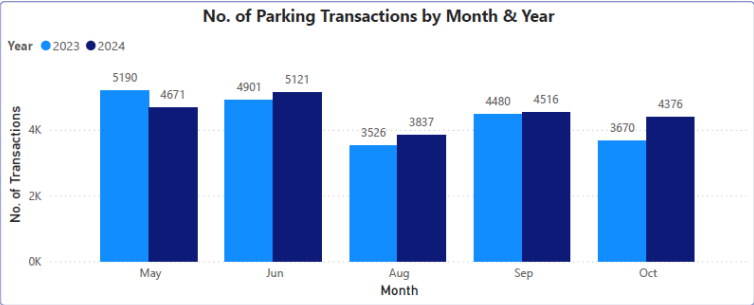
Over period May - October* after 5pm there was a 25% reduction in parking revenue from 2023 to 2024.

*July has not been included in the comparison data due to an anomaly in the data set due to a temporary car park closure in 2023.

MonthName	2023	2024	Difference in parking transactions
May	5190	4671	-519 ↓
June	4901	5121	220 ↑
August	3526	3837	311 ↑
September	4480	4516	36 ↑
October	3670	4376	706 ↑
Total	21767	22521	754

Total Sum of Parking Payments	
£66,496.80	2023
£49,557.60	2024

Location Name	2023	2024	Difference in parking transactions
Frederick Street multi-storey Car Park Long Stay	300	226	-74 ↓
West North Street multi-storey Car Park	455	374	-81 ↓
Virginia Street Car Park	495	420	-75 ↓
CHAPEL STREET	603	609	6 ↑
Summer Street Car Park	1558	1414	-144 ↓
Frederick Street multi-storey Car Park	2804	2546	-258 ↓
Denburn multi-storey Car Park	7257	8200	943 ↑
Gallowgate Car Park	8295	8732	437 ↑
Total	21767	22521	754



Appendix 2 – Transaction Analysis for daytime May to October 2023 and 2024

PaybyPhone Parking Transactions for Promotional Period

This page provides a breakdown of parking transactions using the PaybyPhone App for the period May - October* for the car parks included in the £1 promotion for parking at selected car parks after 5pm. The data shows comparisons between 2023 and 2024 for the number of transactions before 5pm.

**July has not been included in the comparison data due to an anomaly in the data set due to a temporary car park closure in 2023.*

MonthName	2023	2024	Difference in parking transactions
May	16534	16456	-78 ↓
June	16114	15723	-391 ↓
August	16201	16183	-18 ↓
September	17108	15032	-2,076 ↓
October	15098	15754	656 ↑
Total	81055	79148	-1,907

Total Sum of Parking Payments	
£295,724.08	2023
£315,562.00	2024

Location Name	2023	2024	Difference in parking transactions
CHAPEL STREET	4076	4298	222 ↑
Denburn multi-storey Car Park	20074	20801	727 ↑
Frederick Street multi-storey Car Park	9944	9332	-612 ↓
Frederick Street multi-storey Car Park Long Stay	958	1020	62 ↑
Gallowgate Car Park	32788	34228	1,440 ↑
Summer Street Car Park	6415	5010	-1,405 ↓
Virginia Street Car Park	2396	1964	-432 ↓
West North Street multi-storey Car Park	4404	2495	-1,909 ↓
Total	81055	79148	-1,907

