

Chichester District Council

The Cabinet

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Parking Incentives

1. Contacts

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2. Recommendations

- 2.1 Cabinet approve that when the current suspension of the car parking charges ends on the 8 June 2020 that the options for parking incentives, as set out in section 4.1, are implemented from 8 June 2020 and a further report is brought back to Cabinet and Council within six months.**

Due to the financial implications of these decisions, the recommendations at 2.1 would ordinarily be referred to Council. Cabinet therefore note that the urgency provisions from the constitution will be used instead to resolve these before 8 June 2020.

3.0 Background

- 3.1 Parking Charges in all district council-owned car parks were suspended from 24th March 2020 due to Covid – 19 , this decision has been reviewed on a regular basis under the urgency provision and is due to expire on the 8 June 2020.
- 3.2 Parking charges represent a significant proportion of the council's income and assist with the cost of delivery of services to the community. Charges help to ensure there is turnover of vehicle movement which in turn helps to support businesses to provide parking for customers, along with enabling access to off-street parking provision for commuters and residents across the district. Charges are set to reflect the offer within an area and are reviewed regularly through the Chichester District Parking Forum.
- 3.3 The suspension of parking charges has already impacted on CDC's income and this will continue as the lockdown is eased, given a number of other impacts on the city, including the cancellation of key events and activities within the district, the loss of visitors and the potential significant reduction on the use of the coastal car parks.
- 3.4 It is recognised that there needs to be sensitivity to the local communities and businesses as a result of the impact of Covid 19 which has caused a range of issues

for our district. It is unclear as to the level of use of car parks over the coming months as the lockdown eases. Reports from countries across the world where the lockdown has begun to lift have demonstrated a number of different patterns in terms of vehicle movement. These have included changes in modal choices, (i.e. increased use of vehicles by commuters who are either unable or concerned about using public transport); a change to the number of vehicles being used as an increased number of workers continue to work from home; increasing use of bicycles and increasing use of delivery facilities / online shopping being preferred resulting in a decrease in use of car parks.

3.5 Whilst there may be a call for the continuation of free of charge parking across our district, this does not necessarily encourage additional visits to cities and towns, with there being no evidence that this encourages use of high streets. It is worth noting that some of the council's car parks already have a free of charge period of parking in place.

4.0 Proposal

4.1 The current suspension of the car parking charges in Council owned car parks ends on 8 June 2020 at this time it is proposed to start selling season tickets and to start to implement a number of incentives, the impact of the incentives will be reviewed on a regular basis and a further report brought back to cabinet and Council within six months, as follows:

- Free car parking for NHS workers to be in place until April 2021 in Northgate car park.
- Free parking at the Avenue De Chartres car park every Saturday and Sunday for three months. Estimated loss of income based on ADC prices and deflection from other more expensive car parks into ADC is between £90k and £340k. At 50% sensitivity due to the impact of COVID estimate is £45k to £170k.
- Promote MiPermit as a payment option for three months through incentives for using this – it is proposed that customers would receive a free hour of parking when purchasing 2 hours using the MiPermit app. This would assist with social distancing in car parks as customers would not need to use parking machines. The estimated loss of income is around £5,000.

4.2 As social distancing measures will need to be in place for some time each car park will be considered on a case by case basis to determine what measures need to be employed to assist with social distancing. Enhanced cleaning and sanitising of parking equipment will be undertaken and customers will be further encouraged to use the mobile phone/ app parking solution (MiPermit) contactless payment or season tickets to pay for their parking .

4.3 A communication plan including additional signage on site will be developed to inform customers of the reintroduction of parking charges and any social distancing measures required including any one way systems.

5. Resource and Legal Implications

- 5.1 A number of urgent decisions have been made during the current coronavirus pandemic. All urgent decisions have been made in accordance with the Council's Constitution.
- 5.2 The suspension of parking charges has had a significant impact on the council's income, which is currently estimated to have reduced by approximately £1m per month, half of which relating to parking services. The longer any suspension continues the greater impact this will have on the Council's financial position and the use of reserves. As such this is not sustainable indefinitely.
- 5.3 Suspending parking charges has meant that some of the staff who would normally be patrolling in car parks have been able to assist with waste collection, with the remaining staff focussing on on-street restrictions.
- 5.4 The introduction of additional incentives for parking would require signage and some amendment to systems in place, for which there will be a cost. This cost can be covered by existing budget.

6. Consultation

- 6.1 The Leader and the Leader of the Opposition have been consulted on all key decisions relating to parking charges suspensions throughout this emergency.
- 6.2 Regular communication has been in place with other authorities and the British Parking Association to determine what the most appropriate charging process should be at this current time.

7. Community Impact and Corporate Risks

- 7.1 As charges are re-introduced this will need to be carefully communicated and managed. If charges are not introduced the impact on the income budget will continue.

8. Other Implications

	Yes	No
Crime and Disorder		X
Climate Change and Biodiversity – Adequate parking charges can assist in reducing congestion within towns and cities.	X	
Human Rights and Equality Impact		X
Safeguarding and Early Help		X
General Data Protection Regulations (GDPR)		X
Health and Wellbeing		X

9. Appendices

None.

10. Background Papers

None.