

Chichester District Council

CABINET

6 October 2015

Car Parking Charges and Chichester District Parking Forum

1. Contacts

Cabinet Member:

Gillian Keegan, Cabinet Member for Commercial Services,
Tel: 01798 344084 E-mail: gkeegan@chichester.gov.uk

Report Author:

Tania Murphy, Parking Services Manager,
Tel: 01243 534701 E-mail: tmurphy@chichester.gov.uk

2. Executive Summary

This report reviews the parking charges in the Council's off-street car parks in accordance with parking policy. The report makes proposals for parking charges to be implemented from 1 April 2016 for the purposes of consultation. A further report will be brought back for further consideration once the consultation has been concluded.

3. Recommendation

- 3.1. That the charges set out within Appendix 1 be considered and, subject to consultation responses, be implemented from 1 April 2016.**
- 3.2. That the Head of Commercial Services be authorised to give appropriate notice of any revised charges pursuant to the Off-street Parking Places (Consolidation) Order 2015 and the Road Traffic Act 1984.**
- 3.3. That the Terms of Reference for the Chichester District Parking Forum as set out within Appendix 2 to this report be approved.**
- 3.4. That the customer Car park refunds at Westgate Leisure remain in place as indicated in section 7.3**

4. Background

- 4.1. *Off-Street Parking Charges:* Income generated by car parking charges is regularly monitored. In accordance with the Review of Fees and Charges report (May 2013 Cabinet), all service managers are tasked with identifying new potential sources of income from fees & charges.**

- 4.2 Cabinet will recall that a number of increases in charges were approved and came into effect on 1 April 2015. They covered both rural and city car parks, with an increase in the cost of season tickets in the city car parks.
- 4.3 Car park users expect charges to be reasonable and proportionate. The Council needs to generate enough income from car parking to cover its costs and to allow for future investment. Car parks occupy valuable sites and charges need to reflect this aspect. If they are not serving their purpose effectively, or their usage could be consolidated, there may be another economically beneficial use to which a site could be put.
- 4.4 Chichester District's Car Park Strategy 2010-20 reflects the need to maximise the capacity of the existing stock. One method of doing so is to ensure that charges are set at a level which encourages turnover of use in higher demand areas.
- 4.5 *The Chichester District Parking Forum*: The Forum has been in place for a number of years and usually meets at least annually. The Forum includes representatives from residents groups, access groups and business and local government representatives. The Parking Forum was established with the sole purpose of considering parking charges. It is now recognised that the remit of the Forum has extended beyond car parking charges and is now concerned with other issues such as car parking strategy and on and off street parking issues and developments.

5. Outcomes to be achieved

- 5.1. To ensure Chichester District parking charges remain competitive with neighbouring centres leaving our business centres in a strong position and do not cause unacceptable parking deflection into residential areas.
- 5.2. The increases proposed are considered modest and competitive when compared with other neighbouring authorities.
- 5.3. The proposed charges assist with delivering on the objectives of both assisting with capacity issues in the higher demand car parks and helping to cover administration and maintenance costs of each car park.

6. Proposal

- 6.1. The proposed charges as set out within Appendix 1 are recommended for consideration and discussion for the purposes of consultation.
- 6.2. The Terms of Reference of the Chichester District Parking Forum have been reviewed and recommended for amendment to reflect the current activity of the group (see Appendix 2).

7. Alternatives that have been considered

- 7.1 A series of options were considered by the Parking Forum and these are fully detailed in the notes from the Parking Forum. Two specific alternatives where comment is required are:

- 7.2 Do nothing – however this would not assist with covering the costs of the provision of the car parks and is inconsistent with the Council's approved Financial Strategy.
- 7.3 Westgate Leisure – Currently Westgate offers its customers a 4 hour refund for car parking. A review of this was conducted with the view of reducing the refund from 4 hours to 2 hours. After reviewing the activities and numbers of customers who currently benefit from the 4 hour refund it was evident that by reducing the refund to 2 hours, car park income would be reduced and there was a high risk of loss of income at Westgate both in terms of activity and secondary spend. After reviewing the potential impact on CDC income and the potential public response to the proposal it is recommended that the car park refund should not be amended at this time and not until the leisure management procurement project is concluded.

8. Resource and legal implications

- 8.1. If approved, the proposed charges will raise an additional gross income estimated in excess of £134,319 per annum. Once VAT is taken into consideration this figure reduces to £111,932 per annum.
- 8.2. There will be minor costs associated with new signage and effecting adjustments to the machine tariffs as well as changes to back office software; these costs are contained within the service's revenue budget.
- 8.3. The Parking Order will require amendment once the charges are agreed.

9. Consultation

- 9.1. The proposed changes to parking charges are supported by the Parking Forum meeting of 10 September 2015.
- 9.2. Amendment to the Parking Order will include a further period of consultation.
- 9.3. All affected parishes in the rural areas, along with ward members for these areas, have been contacted and invited to make comments on the proposals as set out. Summarised feedback from this correspondence will be presented to Cabinet as an oral update.
- 9.4. The revised Terms of Reference for the Chichester District Parking Forum have the support of the Forum.

10. Community impact and corporate risks

- 10.1. Any increase in charges could cause people to park within neighbouring residential areas and reduce the economic effectiveness of the localities they serve. The modest nature of the increases is designed to minimise this risk.

11. Other Implications

Crime & Disorder:	None
Climate Change:	None
Human Rights and Equality Impact: Whilst there is no legislative requirement to provide designated disabled bays free of charge, this has been the case within the district for a number of years.	None
Safeguarding:	None

12. Appendices

Appendix 1: Review of Parking Charges 2016-17 – Details of Proposals

Appendix 2: Revised Terms of Reference for Chichester District Parking Forum

13. Background Papers

13.1 Chichester District Parking Forum Minutes, 10 September 2015 and 7 July 2015.