



Bromsgrove
District Council
www.bromsgrove.gov.uk

OVERVIEW AND SCRUTINY TOPIC PROPOSAL

Name of Proposer: <u>Charles Bateman</u>	
Tel No: <u>01527875092</u> Email: <u>charlie23589@aol.com</u>	
Date: <u>13/01/2012</u>	
Title of Proposed Topic:	Discounted Parking Charges
Specific subject areas to be investigated:	All Bromsgrove car parks
Reasons why this subject should be considered:	Importance to the regeneration of Bromsgrove
Evidence to support the need for this particular investigation:	Attached e-mail
Council priorities it links to:	
Possible key outcomes: (i.e. what do you anticipate could be achieved?)	Discounted parking – leading to a greater number of cars parking

Please indicate if any of the following apply to the proposed subject area:

CRITERIA	NO	YES	Why?
Is it a priority issue for the Council or the Local Strategic Partnership?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Refer to e-mail
Is it an important issue for local residents?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	"
Is it a topic where Overview and Scrutiny could feasibly and constructively make recommendations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	"
Is it a topic where external review would be helpful?	<input type="checkbox"/>	<input type="checkbox"/>	N/A
Is it a topic where a review could be made in time to make recommendations for the executive decision making process?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	We would hope!
Is it a poorly performing service?	<input type="checkbox"/>	<input type="checkbox"/>	N/A
Is it a review that could render significant savings or value for money?	<input type="checkbox"/>	<input type="checkbox"/>	Not the object – refer to e-mail

Please return completed forms to: Committee Section,
Legal, Equalities and Democratic Services, Bromsgrove District Council
Email: scrutiny@bromsgrove.gov.uk

Amanda Scarce

From: Charlie23589@aol.com
Sent: 13 January 2012 09:30
To: Amanda Scarce
Cc: Kevin Dicks; Roger Hollingworth; John Staniland; Snowcar111@aol.com
Subject: Car Parking / Regeneration

Dear Amanda,
Would you please put the attached proposal to the Overview and Scrutiny Board.
Kind regards,
Charlie Bateman - on behalf of the Bromsgrove Older People's Forum.

Dear Councillor,

Britain's high streets have reached a "crisis point" and will "disappear forever" as shopping destinations unless they are urgently regenerated, Mary Portas has warned.

Main recommendations -

Improve management of High Streets with new "town teams"

Affordable town centre car parking

"Town centre first" approach in planning

Disincentives for landlords who leave shops empty

Greater inclusion of the High Street in neighbourhood planning

Whilst all these are important, 'affordable' car parking is the one that would give an immediate boost to the 'health' of the town, giving a little time for the other regeneration measures to be put in place.

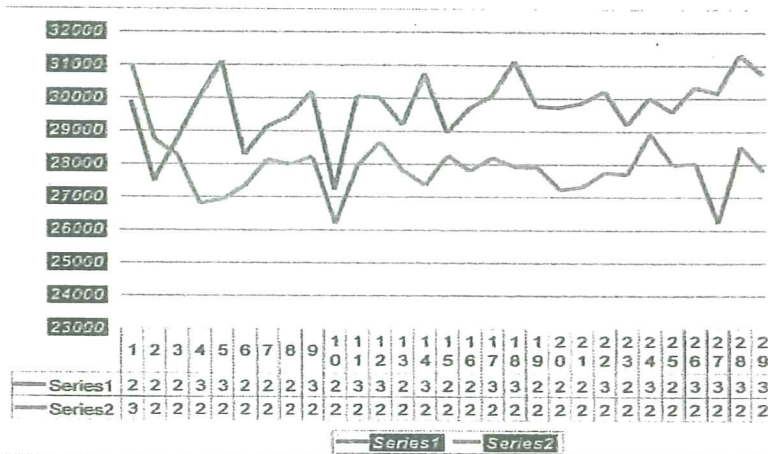
Bromsgrove is a town for regular shoppers who are very unlikely to have travelled much more than a mile or so to shop. Our research shows that over 90% have either a B60 or B61 post code, just over 5% have a B45 code.



Given the size of the Bromsgrove District and the distance from Bromsgrove of the rural villages this is not surprising ! not to mention they are nearer to larger towns that may have more choice for shoppers.

Graph - showing the effect of increasing charges on numbers of tickets sold -

Tickets Sold Bromsgrove Car Parks
 First 29 weeks of 2010 and 2011
 Series 1 = 2010 Series 2 = 2011



Average tickets sold per week for 2010 (first 29 weeks) = 29742
 Average tickets sold per week for 2011 (first 29 weeks) = 27903

Parking in Bromsgrove is now no longer affordable for some!

The ideal would be to have free parking for all -

In a recent survey, the Federation of Small Businesses (FSB) found that 50% of their members said the lack of

affordable town centre parking had a detrimental effect on their business.

John Walker, chairman of the FSB, said: *"Putting in place free controlled parking schemes and introducing a parking league table could go some way in [addressing] this."*

This will be resisted -

" retail workers could end up taking all the free spaces before shoppers got to the town centre. It sounds a like a good idea, but isn't going to help"

Shona Johnson - Local Government Association.

Proposal -

Discount parking (not free) for any regular Bromsgrove shopper.

- 1, Pay a small fee to register the vehicle, a smart card will be issued.
- 2, On entering the car park the gate will automatically open, park the vehicle.
- 3, On completion of shopping insert the smart card in pay station machine. You will be charged for the time spent parked less 1 hour. 1/2 hour minimum will be charged.
- 4, On leaving, the gate camera will recognise payment has been made and will automatically open.

This system works very well for blue badge holders.

For use on car parks that are not pay on foot, a council issued card (registration number and date of expiry) would be displayed on the dash board with the purchased ticket.

The advantages to Bromsgrove would be,

- 1, Having 'paid' a registration fee the shopper would be less likely to shop elsewhere.
- 2, The 'free' hour's parking might encourage the shopper to spend a little more time shopping.

No advantage to retail workers, they would be better off purchasing a yearly/quarterly permit.

Is the provision of car parks -

For the benefit of shoppers to the town? or to make a profit for the council ? Maybe a little sacrifice is required for the good of the town!

We would also support the proposal for free evening and Sunday parking.

Yours faithfully,

Charles Bateman (for and on behalf of the OPF)