



**BROMSGROVE DISTRICT COUNCIL**

**MEETING OF THE OVERVIEW AND SCRUTINY BOARD**

**MONDAY 10TH SEPTEMBER 2012, AT 6.00 P.M.**

**THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE**

**SUPPLEMENTARY DOCUMENTATION**

The attached papers were specified as "to follow" on the Agenda previously distributed relating to the above mentioned meeting.

10. Car Parking - Decline in Usage/ Marketing Campaign Report (Pages 1 - 2)

K. DICKS  
Chief Executive

The Council House  
Burcot Lane  
BROMSGROVE  
Worcestershire  
B60 1AA

3rd September 2012

This page is intentionally left blank

## Overview and Scrutiny Board 10th September 2012

### Briefing Note – Response to Queries raised on 16th July 2012

#### **The following actions were requested:**

- a) Members expressed concerns about the declining use of car parks in the town centre. Officers were asked to circulate further information about the implications of this decline in use on the Council's financial position (particularly revenue);

There continues to be a national decline in car park usage with some councils, such as West Dorset recording an 11% reduction in their short stay car parks.

As of 19/08/12 across all the Council's car parks we are running at 2% below last years figures for ticket sales. This obviously has an impact on the revenue generated if the current trend continues we will be approximately £10,000 short of our ticket sale income budget for 2012-13.

- b) Officers were asked to clarify whether the levy charged at car parks in the town centre had recently increased and, if so, how current charges compared to previous charges;

The car park charges have not been increased this year.

- c) Officers were asked to provide further information about the marketing campaign that is being jointly developed by BDC and Wychavon District Council for local car parks;

The intention within the parking section, once the shared service arrangement with Wychavon had stabilised, was to undertake a full parking review followed by a marketing campaign. However, officers from both BDC and WDC have been concentrating on the production a report for members on Disabled/Blue Badge parking and therefore the review and marketing campaign has been put on hold.

Once the outcome of this report is known the wider review and the development of a marketing campaign will commence and will include:

- Any changes that are agreed to the current policy regarding Disabled Parking.
- Any changes that result from the town centre regeneration works taking place.
- Any changes that result from the adoption of on street enforcement next April.

Also officers are aware of a neighbouring council reducing their fees on specific car parks for a trial period as they are experiencing a decline in car park usage and they want to try and establish if reducing fees will increase numbers, we are hoping to be able to discuss the results of this exercise with them.

**Kevin Hirons**  
**Environmental Services Manager**