

BROMSGROVE DISTRICT COUNCIL

EXECUTIVE CABINET

10th JULY 2007

AMENDMENTS TO CAR PARKING ORDER

Responsible Portfolio Holder	Margaret Sherrey
Responsible Head of Service	Mike Bell

1. SUMMARY

- 1.1 This report summarises changes to the car parking order on October 1st 2007.

2. RECOMMENDATIONS

- 2.1 That the attached Car Parking Order is implemented.
- 2.2 That the parking charges outlined in “Proposed charges from 01/10/2007” in paragraph 4.1 are implemented.
- 2.3 That annual and quarterly permits are issued in line with Schedule 4 of the proposed Order.
- 2.4 That Aston Road (Part) is incorporated within the Car Parking Order and managed as a non-paying car park.
- 2.5 That parking offenders who wish to appeal are given an additional 14 days in which to pay the reduced amount following the response to the appeal.
- 2.6 That the above recommendations take effect from 1st October 2007.
- 2.7 That officers report back to Members in 2008 with a full review of the parking operation.

3. BACKGROUND

- 3.1 At the meeting of the executive cabinet on 4th April 2007 the Car Parking Scrutiny Report was considered. As a result of this report it was resolved;
- (b) that Blue Badge holders be allowed an additional hour of parking over and above the time for which they have paid.
- (e) that officers be requested to look at ways of encouraging the most efficient and flexible use of the car park facilities.
- (f) that if possible, the ticket machines be adjusted so that customers receive the full time for which they have paid and that the use of mobile telephones to allow “remote payment” be considered further at a later stage.

(g) that officers be requested to review the system of issuing Concessionary Permits in view of the predicted growth in the elderly population of the District.

- 3.2 Furthermore the scale of charges for car parking was decided on 21st February 2007 and is shown in paragraph 4.1, in the column indicated "Scale of charges..." However, these charges were calculated without taking into account the continued high level of ticket sales. In light of this fact, and the need to keep prices low to support the economic development of the town centre, Officers would recommend the adoption of the charges titled "Proposed charges from 01/10/2007" in paragraph 4.1.
- 3.3 The Order will also require amending to include the provision of a cashless payment system. Officers are looking into this in some detail and will report back to Members in a wider ranging report in 2008.
- 3.4 Officers were tasked with looking at ways of encouraging the most efficient and flexible use of the car park facilities. To that end officers would recommend that the charges for annual and quarterly permits are amended to reflect the true cost of parking in individual car parks. This will allow for better marketing of underused car parks. Amendments to the proposed charges are presented in the finance section of this report.
- 3.5 Officers would also request that part of Aston Road, which is currently under the jurisdiction of the Council, is adopted under the Order as a free car park. This is in order to prevent parking on the pavement which causes problems with visibility when entering and exiting businesses in this area.
- 3.6 Officers would also take the opportunity whilst amending the Order to add that parking offenders who wish to appeal may be given an additional 14 days in which to pay the reduced amount following the response to the appeal. This is in line with the standards used by parking operators who have adopted Decriminalised Parking Enforcement, and allows greater clarity for the customer.
- 3.7 Following the limited usage of Churchfields Multi Storey car park in the evening, the revised Order also includes provision to close this car park at 19.30 from Monday to Saturday inclusive.
- 3.8 There are a number of issues regarding parking that Officers believe will require addressing soon in order to prevent problems in the future. In order to address these problems, a further report reviewing all the factors around the parking operation will be presented to Members in 2008.

4. FINANCIAL IMPLICATIONS

- 4.1 A copy of the tariffs agreed by Cabinet is shown in the following table. Officers believe that the implementation of the charges in column 2 will still enable budgeted revenue to be reached.

		Scale of charges agreed at Cabinet 21/02/2007	Proposed charges from 01/10/2007	Current Fee
Bromsgrove Station	All day	£2.50	£2.50	£2.10
Churchfields Multi Stourbridge Road	1 Hour	£0.70	£0.60	£0.60
	2 Hours	£1.40	£1.20	£1.20
	All day	£2.00	£2.00	£2.10
Dolphin Centre School Drive Hanover Street Rec Road North	1 Hour	£0.70	£0.60	£0.60
	2 Hours	£1.40	£1.20	£1.20
	3 Hours	£2.10	£1.80	N/A
	All day	£3.00	£3.00	£2.10
New Road Parkside Rec Road South	30 minutes	£0.40	£0.30	£0.30
	1 Hour	£0.70	£0.60	£0.60
	2 Hours	£1.40	£1.20	£1.20
	3 Hours	£2.10	£1.80	N/A
	4 Hours	£2.80	£2.40	N/A
	5 Hours	£3.50	£3.00	N/A
Windsor Street	30 minutes	£0.40	£0.30	£0.30
	1 Hour	£0.70	£0.60	£0.60
	2 Hours	£1.40	£1.20	£1.20

4.2 In order to maximise the use of Churchfields Multi Storey car park, officers would recommend the setting of charges in line with the following chart;

	Current Fee	Suggested Fee (2007/2008)
Bromsgrove Station	£ 300	£ 300
Sports Centre	£ 300	£ 300
Hanover Street	£ 300	£ 300
Rec Road North	£ 300	£ 300
School Drive	£ 300	£ 300
Stourbridge Road	£ 200	£ 200
<u>Churchfields Multi Storey</u>	£ 300	£ 200

5. LEGAL IMPLICATIONS

5.1 The making and amendment of car parks orders is regulated the Road Traffic Regulations Act 1984 and the Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.

6. CORPORATE OBJECTIVES

6.1 The town centre is a priority for the Council, and the setting of parking charges has a direct influence on the development of the local economy. The lower the parking charges, and the more attractive the parking facilities are, the more customers are likely to use them.

7. RISK MANAGEMENT

7.1 There is a risk that the proposed tariff will mean that the revenue target is not achieved. However, in light of the current revenue figures this is unlikely, and the revenue figures are reviewed weekly to highlight any problems.

8. CUSTOMER IMPLICATIONS

8.1 The majority of customers will see no change in the amount charged, however there will be more choice available as a result of these changes.

9. OTHER IMPLICATIONS

Procurement Issues None
Personnel Implications None
Governance/Performance Management None
Community Safety including Section 17 of Crime and Disorder Act 1998 None
Policy None
Environmental None
Equalities and Diversity None

--

10. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Corporate Director (Services)	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	Not Applicable

11. APPENDICES

Appendix A: Proposed Car Parking Order

12. BACKGROUND PAPERS

None.

CONTACT OFFICER

Name: Steve Martin
E Mail: steve.martin@bromsgrove.gov.uk
Tel: (01527) 881457 or 07771 616933