

**18<sup>th</sup> July 2017**

**Policy, Projects and Resources Committee**

**Brentwood Parking Fee Update**

**Report of:** *John Chance, Finance Director*

**Wards Affected:** *All*

**This report is:** *Public*

**1. Executive Summary**

1.1 The purpose of this report is to advise members of planned changes to parking fees and the parking order.

**2. Recommendation(s)**

2.1 The proposed changes to the parking tariffs and the parking order updates be agreed to go forward and be subject to public consultation.

**3. Introduction**

3.1 With over 1,500 off-street car parking spaces within Council operated car parks in the Borough yielding annual revenue of over £1.5m generated by Council operated car parks in Brentwood, Shenfield and Ingatestone, parking facilities make a large and vital contribution to the Council's sustainable revenue income stream. This is a significant amount of revenue and needs to be viewed in the context not only of sustainability of this valuable source of revenue income but also the potential impact that projected employment and housing growth will have upon future off-street car parking demand.

3.2 A balance needs to be struck between the parking charge structure and the impact on users, the standard of car parking facilities provided and businesses in the borough. A wider piece of work is in place to consider the parking strategy for the future and a report will be brought to committee in September.

3.3 Parking fees across the Borough have not been increased since August 2010, nearly 7 years ago. In fact charges have generally been reviewed downwards where possible, this includes the introduction of a free 30 minutes period

across the borough. Officers have benchmarked parking tariffs with neighbouring authorities including Epping, Romford, Chelmsford and Basildon. This showed that the proposed tariffs are within the upper and lower ranges of these neighbouring authorities (see table in (4.3) below).

- 3.4 As indicated in 3.3 above, the Council has maintained parking charges at comparably low levels for a considerable period. However, during this time costs associated with the running of these car parks have increased in terms of administration, staffing and enforcement. In addition, there are ongoing refurbishment and maintenance costs, which continue to increase year on year. The Council plans to utilise the additional income raised to carry out improvement works to its car parks and ensure that businesses are supported by better facilities. As an example of the works to be carried out, there will be resurfacing, re-lining, as well as improvements in car park signage, lighting and CCTV.
- 3.5 The Council is also mindful of the importance of balancing pricing with attracting local residents to the Town Centre. The average length of stay in the car parks has been reviewed, with most staying for up to 2 hours.
- 3.6 It is proposed to implement a resident and non resident tariff, with a cheaper rate for Brentwood residents. Vehicles will display a Council certified car park disc along with a purchased parking ticket in order to benefit from the resident scheme. The discount to be applied is that for a two hour period the charge would be £1.40 as opposed to the proposed £2.00 charge.

#### **4. Issue, Options and Analysis of Options**

- 4.1 A range of changes to short-stay tariffs, including small increases to weekday and Saturday short-stay parking charges in Brentwood town centre car parks are proposed. In addition, the Council is looking to continue with the free parking provision in Shenfield (Hunter Ave and Friars Ave) whilst the Crossrail works take place. Once these are finished, the condition of the car parks will be refreshed and use will then be returned to the Council, when it is proposed that the charging structure will resume, in line with Brentwood Town Centre but with a limited stay of 3 hours.
- 4.2 A summary of the proposed alterations to be made to the Parking Order are listed below:
  - 4.2.1 General changes to the Order: It is proposed to simplify the tariffs by introducing a single charging regime that will be payable at all times (Monday to Sunday).

- 4.2.2 Shenfield Parking: Post Crossrail it is proposed to re-introduce the standard new parking tariffs for Hunter and Friars Avenue car parks but limited to a maximum stay of 3 hours, no return for 4. The specific date of commencement is contingent on the finalisation of the rail project and the departure of the Crossrail plant and equipment.
- 4.2.3 Westbury Road: Introduce Resident parking over night and Saturday and Sunday. (£35.00 per annum to match resident parking charge on street). Add all day parking in Westbury Road for Sunday, bank holidays and after 5pm (already offered on Saturdays). This car park is used as a season ticket holder only car park during the week but is almost empty in the evenings and at weekends.
- 4.2.4 Gibraltar House & Mayflower House (Housing car parks): Vary the restrictions from 8-8 to 9 -5 Mon to Fri permit holders only. Introduce visitors' permits – 50p for 4 hours (£1.00 per day), the standard across the borough charge for visitors permits.
- 4.2.5 Rayleigh Parade Hutton: There is a small parking area in front of the parade of 6 shops. The 9 spaces will form a car park and restricted free parking will be introduced to deter all day parking. It is proposed to introduce 2 hours free parking, no return within 3 hours, from 9am to 5pm on weekdays
- 4.3 The above items (4.2.1 to 4.2.5) are referred to in a report on car parking prepared by JMP. This report is attached as Appendix B. JMP make many observations on the scale and positioning of car parks within Brentwood. These observations will be considered over the next few months and form part of a wider strategic report on car parking, that will come back to the PPR committee in September. The report is attached to this paper, but will not be commented upon, at this (July) meeting.

4.4 The inclusion of these changes mid year will allow us to assess the take up and actual financial impact for the council in terms of generating a return. These figures will then be used when setting the 2018/19 budget.

<b>Duration</b>	<b>Current Tariff</b>	<b>Price range neighbouring authorities</b>	<b>Suggested New Tariff</b>
30 mins free	£0.00	£0.00 - £0.60	£0.00
1 hr	£1.00	£0.90 - £1.20	£1.00
2 hrs	£1.30	£0.90 - £2.40	£2.00
3hrs	£2.90	£2.40 - £3.50	£3.00
4hrs	£3.60	£2.40 - £10.00	£4.00
5hrs	£4.40	£4.40 - £10.00	£5.00
6 hrs	£5.30	£5.30 - £10.00	£6.00
Over 6 hrs	£8.00	£8.00 - £10.00	£8.00
All day (> 9 hrs)	£8.00	£8.00 - £14.00	£8.00
Weekly	£30.00	N/A	£35.00
Evening	£2.00	N/A	£2.00
Sunday	£1.00	N/A	£1.00

The following table provides a sensitivity analysis with regards to the 2-hour charge:

2 Hour Tariff (£)	Yield (£)	Increase (£)
1.30	371,800	n/a
1.50	429,000	57,200
1.60	457,600	85,800
1.70	486,200	114,400
1.80	514,800	143,000
1.90	543,400	171,600
2.00	572,000	200,200

- 4.5 With the completion of the Crossrail project during the summer of 2017, the intention has always been to reinstate parking charges in Shenfield. This provides an additional source of income which has not been realised since April 2015 and is the subject of a claim for statutory compensation from Crossrail.
- 4.6 The current arrangements with Ingatestone PC are proposed to remain, whereby they pay a fixed sum to BBC for the car park. This is in recognition of the need to strike a balance between covering the costs of running the car park with the village status of Ingatestone. The financial and service provision detail including the issue of enforcement will be reviewed as part of the wider strategy to be reported later this year.
- 4.7 A proactive marketing campaign will be undertaken to promote contract and season ticket parking in Coptfold Road multi storey car park to increase utilisation. Structural repairs to this car park will be considered as one of the themes to be covered within the parking strategy report but it is worth noting that they can be undertaken whilst the car park remains operational. It is proposed that the annual season ticket price rise to £950 for both on-line and written applicant booking. There is currently a discount for on-line applications (£890).
- 4.8 The lost ticket charge will be changed to £10 per day.
- 4.9 These changes are applicable following a 21 days consultation period.

## **5. Reasons for Recommendation**

- 5.1 The council's strategic agenda to develop income generation options is key to the need to implement the recommendations, plus, there are logical alterations to the parking order which will help residents and shop keepers alike, whilst encouraging commuters to select a more appropriate parking option.
- 5.2 Appendix A, identifies £138,000 of additional income (in a full year) which the proposed tariff increases will yield in Brentwood Town Centre car parks, assuming the demand for parking remains the same for the time being. This excludes any income from the re-introduction of charging in Shenfield and other initiatives currently being looked into, including those mentioned at 4.4 above. It is estimated, based on historic figures, that the yield from the re-introduction of parking charges in Shenfield, post Crossrail, will yield the council approximately £300k (full year).
- 5.3 The cost of the changes to the tariffs will be minimal, as an example the maintenance agreement with the organisation that manages the car park machines, allows for one tariff change per year. There will be a small impact on resources in relation to the issue of resident permits but this should be contained within existing budgets.
- 5.4 If a resident who is in possession of a valid car park certificate, accidentally pays a higher amount, the Council will not reimburse such an amount. The Council will not accept the responsibility nor will it compensate users for such errors.

## **6. Consultation**

- 6.1 In order to implement the recommendations a 21 day public consultation exercise will need to be invoked. This period will begin once the decision is taken to implement the recommendations.

## **6 References to Corporate Plan**

- 6.1 The parking strategy addresses an important element of the corporate plan and Vision for Brentwood statement:
- Maximise Council assets to deliver corporate objectives and ensure community benefit – by improving the parking asset base the Council seeks to enhance community benefits.

## **7 Implications**

### **Financial Implications**

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- 7.1 There are significant financial implications arising from the recommendations of this report. Approximately, an additional £400,000 is forecast based on the tariff alterations and the re-introduction of parking charges in Shenfield. These are full year estimates. The amount of revenue receivable in 2017/18 depends on how soon the consultation can be commenced and completed.

### **Legal Implications**

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- 7.2 The Council has power under section 46A Road Traffic Regulation Act 1984 to vary charges for designated parking places. The procedure for variation is set out in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and this does not impose a general obligation to consult. However, certain consultations with identified bodies and individuals must take place in certain situations as set out in regulation 6 of the Regulations and regulation 7 lays down requirements for publishing notices in the local press, deposited documents being made available to the public and such other steps as the Council may consider appropriate to ensure adequate publicity for an order such as display of notices in roads effected by an order and delivery of notices to individuals who might be effected by an order. Any person may object to proposals for an order within 21 days from the date when the publicity requirements have been met. The Council must consider any objections before an order is made. It is therefore possible to make an order within 21 days from when the publicity requirements have been met.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

## **8 Background Papers**

- 8.1 None

## **9 Appendices to this report**

Appendix A - The projected new parking income yield for Brentwood Town  
Centre Car Parks

Appendix B – The JMP Parking Strategy Report

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