

**23 February 2015**

**Business & Town Centre Committee**

**Night Time Parking**

*Report of:* Roy Ormsby – Head of Street Scene

*Wards Affected:* All

*This report is:* Public

**1. Executive Summary**

- 1.1 At the meeting of the Business & Town Centre Committee on 16<sup>th</sup> July 2014, it was resolved that the Council would introduce a £2.00 charge for parking between 7pm and 6am Monday to Sunday for a trial period, and that a report would be brought back to the Committee on 23<sup>rd</sup> February 2015 with the outcome of the trial.
- 1.2 The trial period commenced on 20<sup>th</sup> October 2014, and was introduced in the following car parks; Chatham Way, William Hunter Way, Friars Avenue, Hunters Avenue.
- 1.3 Throughout the trial period Officers have monitored the income, and any official comments/complaints that have been made. It should be noted that to date there have been no official complaints to the introduction of this charge.
- 1.4 The trial period has shown a positive impact on income, and it is estimated that an additional £60,000 would be added to the 2015/16 budget.
- 1.5 As noted in the report of 16<sup>th</sup> July 2014, it is the intention of the Council to use any additional income in a positive way to reduce other fees. It is therefore proposed that the additional income from night time parking be used to reduce the full day parking charge, which would reduce from £10.50 down to £8.00.
- 1.6 Further charges are proposed, which will assist local part-time workers on a low income. Westbury Road car park would become available to these workers on a Saturday, but to ensure that any changes are at nil cost to the Council these workers will be required to pay for the service through the pay-by-phone system. A weekly pay by phone rate would also be

introduced in William Hunter Way, with a Monday to Friday charge of £30.00.

#### **Recommendation(s)**

- 2.1 Members agree to retain the £2.00 evening charge in Chatham Way and William Hunter Way.**
- 2.2 Members agree to retain the evening charge in Friars Avenue and Hunter Avenue until 1<sup>st</sup> April 2015, and reintroduce this on completion of the Crossrail project in Shenfield.**
- 2.3 Members agree to introduce a £30.00 weekly charge in William Hunter Way through the pay by phone system only.**
- 2.4 Members agree to introduce a Saturday workers fee in Westbury Road car park of £4.00, which must be paid through the pay-by-phone system.**
- 2.5 Members approve the reduction in the all day parking fee from £10.50 to £8.00**
- 2.6 Members agree that Officers commence the process of making the alterations to the off street parking places consolidation order 2012 to reflect the changes.**
- 2.7 Members agree to introduce the standard parking charges to the Town Hall visitor car park, and that this is included within the off street parking places consolidation order 2012**
- 2.8 Members agree to establish a cross party working group to develop a long-term Car Parking Strategy for the Borough.**

### **3 Introduction and Background**

- 3.1 It is recognised that the Council needs to develop a long-term car parking strategy to balance the needs of residents, visitors' and the business community, as effective management of off street parking is a key factor in assisting the Council in encouraging economic vitality in the Borough.
- 3.2 Income from car parking supports many of the Council's services, and plays an important role in maintaining the high standards people expect

through our street scene services. However, this needs to be balanced through an effective charging structure that takes account of the whole economy.

- 3.3 The introduction of the evening parking trial was to provide some balance parking charges in the Borough, between the day time and night time economy. There has traditionally been no charge after 9.00pm, but it is recognised that a contribution should be made by those using the Town during an evening, which could then assist in reducing the day time charges.
- 3.4 The trial commenced on 20<sup>th</sup> October 2014, and over the three month period ticket sales have increased by over 124%. A large part of this increase has been in Chatham Way, which prior to the trial did not charge for evening parking.
- 3.5 On 16<sup>th</sup> July 2014 the Business & Town Centre Committee were informed that a budget of £14,200 was required to implement the trial. This however, did not reflect the actual cost of implementation, which was reduced to £2,900. This was as a result of lessons learnt from the implementation of previous parking schemes, and a change in staff rota's to cover evening enforcement.
- 3.6 It was soon clear from enforcement, that an education approach should be used. Parking attendants were present and issuing information on the new charges. This was used on a regular basis, but became an integral part of the Civil Enforcement Officer's (CEO) shift pattern. It should be noted that any permanent scheme would require additional CEO cover, at a cost £14,300.
- 3.7 The trial has identified that the forecasted income of £60,000 for 2015/16 can be achieved, but as agreed at the meeting on 16<sup>th</sup> July 2014, this will be used to offset other parking charges. It is therefore felt that as a result of additional income the 24hr charge can be reduced from £10.50 down to £8.00, at a cost of £39,500.
- 3.8 The review of parking has also identified a need to introduce assistance to local part-time workers on a Saturday. It is evident that the cost of all day parking to these workers on low incomes is restrictive. It is therefore proposed to provide an opportunity for these workers to park all day for £4.00. This will only be available in Westbury Road car park, and through the pay by phone service.

- 3.9 In support of lower paid workers in the Town, it is proposed to introduce a weekly charge of £30.00. This however, would need to be done through the pay by phone system, as it will enable the Council to deliver this at nil cost, as there would be no administration through the issuing of permits, and cash collection. It is evident that the cost of cash collection needs to be reduced, and it is important that users of the car parks are encouraged to pay by phone when possible.
- 3.10 There has been some monitoring of the weekday visitor car park at the Town Hall, which is available for those accessing Council services, and the registry offices. It is evident that this is being used by commuters for full day parking, which is restricting space for those using key Council services. It is proposed that this car park is placed on the off street parking places consolidation order 2012, and that standard charges are introduced, which will include 30 minutes free parking for visitors.
- 3.11 It is evident from the review that there are a number of issues arising in the future, including the potential development of William Hunter Way. There are a number of long-term decisions that need to be considered relating to parking, and how it will meet the needs of both users and businesses in the future. It is therefore felt that a long-term strategy should be developed, which would consider the future economic prosperity, and how parking should play a key role in attracting people to the Town.

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

- 4.1 The report identifies a number of key issues that need to be considered by Members, however, as recommended in the report a wider car parking strategy should be developed to decide the long-term future of parking in the Borough.

#### **5 Reasons for Recommendation**

- 5.1 To ensure that there is a balanced approach to parking charges in our Town centre car parks.

#### **6 Consultation**

- 6.1 The night time charges have been in place for three months, and to date there has been no official complaints from users or local businesses

## **7 References to Corporate Plan**

- 7.1 To ensure Brentwood is a prosperous Borough, maximising opportunities in the Town centre for retail, and a balanced night time economy.

## **8 Implications**

### **Financial Implications**

**Name & Title: Jo-Anne Ireland, Acting Chief Executive**

**Tel & Email: 01277 312712 jo-anne.ireland@brentwood.gov.uk**

- 8.1 The proposal for the amendment to the All Day charge recommended in the report is anticipated to be cost neutral for the Council based on the projected income from the Night Time Economy (c£40k). A number of the other (new) proposals cannot yet be quantified in financial terms and these will need to be kept under review.

### **Legal Implications**

**Name & Title: Chris Potter, Monitoring Officer**

**Tel & Email: 01277 312860 christopher.potter@brentwood.gov.uk**

- 8.2 No legal implications directly arising from this report

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

- 8.3 None

## **9 Background Papers** (include their location and identify whether any are exempt or protected by copyright)

- 9.1 None

## **10 Appendices to this report**

- None

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