



CABINET REPORT

Report Title	Amending the Off Street Parking Places Order and Increasing Parking Tariff's
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AGENDA STATUS: PUBLIC

Cabinet Meeting Date:	20 February 2019
Key Decision:	Yes
Within Policy:	Yes
Policy Document:	No
Service Area:	Economy, Assets & Culture
Accountable Cabinet Member:	Councillor Tim Hadland
Ward(s)	Abington, Castle & Rushmills

1. Purpose

- 1.1 The purpose of this report is to seek Cabinet's agreement to the recommendations detailed below in Section 2.1 to 2.8.

2. Recommendations

That Cabinet agrees to the following changes to increase in parking tariffs (see appendix 2) and amendments to the Off Street Parking Places Order.

Council's surface car parks:

- 2.1 Introduce minimum 2 hour parking with a tariff fee of £2
- 2.2 Introduce 3 - 5 hour parking with a tariff fee of £4
- 2.3 Increase evening parking tariff (17.00 – 23.59 hours) to £3
- 2.4 Increase overnight parking tariff (17.00 – 10.00 hours) to £3

Council's multi-storey car parks

- 2.5 Maintain free two-hour parking (Monday – Friday only)
- 2.6 Introduce a 3 – 5 hour parking with a tariff fee of £4
- 2.7 Increase evening parking tariff (17.00 – 23.59 hours) to £3
- 2.8 Delegates to the Chief Executive in consultation with the Lead Member for Regeneration and Enterprise authority to implement changes to the proposals contained in this report, including amendments to the Off Street Parking Places Order, undertaking the statutory public notices, consultation and dealing with any responses.

3. Issues and Choices

3.1 Report Background

- 3.1.1 In 2011 the council took the decision to introduce free parking across the town centre to support local businesses and increase footfall into the town centre.
- 3.1.2 The proposed changes to the parking tariffs will enable the council to continue to offer free parking in the town centre by retaining the first 2 hour free option across its multi-storey car parks on Mondays – Fridays.
- 3.1.3 The council in reviewing its town centre car parks wish to ensure that it is able to maximise the impact and effect of these important assets.
- 3.1.4 The council's parking offer is important, and therefore its approach to parking fees has to look to support growth and encourage viability and vibrancy within the town centre. An important aspect is increasing the dwell time for visitors and minimising the public's perception of receiving a parking enforcement ticket.
- 3.1.5 It is important the council's car parking provision supports the economic prosperity of the town centre and its parking tariffs are not only fit for purpose but they reflect market forces and are in line with regional pricing.
- 3.1.6 The proposals contained within this report support the councils budgetary proposals and reflect the value of the parking service, while at the same time minimise the overall impact on car park customers.
- 3.1.7 The council has been mindful of the future planned developments within and around the town centre whilst ensuring its parking provision meets the current needs of local businesses, residents and visitors to Northampton.

3.2 Issues

- 3.2.1 The council has been approached by local businesses seeking ways to increase the dwell time of visitors to the town centre and simplify the parking offer.

- 3.2.2 The proposed tariff structure supports the wish to increase visitor dwell time in the town centre and should help boost customer spend levels.
- 3.2.3 The proposed tariff structure simplifies the parking offer across all its car parks and helps clarify the offer to customers.
- 3.2.4 The council has a handful of old parking machines and the council will be investing in its car parks to provide customers with improved payment facilities.
- 3.2.5 As part of the wider strategic plans for the town centre and in partnership with local businesses and other key partners, the council will be developing a town centre strategy which will sit alongside a transport and parking strategy for the town.
- 3.2.6 The strategies are important to help drive forward change in the town centre and ensure future parking requirements meet the demand of local business, visitors and resident's.
- 3.2.7 The council will explore the opportunity to introduce new technologies to meet the demands of existing and future customers such as mobile payments, prepayments and other similar options.

3.3 Choices (Options)

- 3.3.1 A variety of parking options were explored and appendix 1 provides a summary of those options. Some of the options explored included an hourly tariff, removal of the free two hour parking offer and variety of other options.
- 3.3.2 Cabinet can choose to agree or not agree to any or all of the proposals detailed above in Section 2.1 – 2.7.
- 3.3.3 Cabinet need to approve section 2.8 in order for the changes to the off street parking places order to be undertaken.
- 3.3.4 If any of the proposals listed in 2.1 – 2.7 are not agreed there is a risk the council's proposed budgeted parking income level for 2019/20 will not be achievable.
- 3.3.5 If any of the proposals listed in 2.1 – 2.7 are not agreed then alternative income generation proposals or savings options will need to be identified to address any shortfall in the council's budget.

4. Implications (including financial implications)

4.1 Policy

- 4.1.1 The proposal contained in this report will require a change to the council's Off Street Parking Places Order.
- 4.1.2 The proposal contained in this report will require change to the council's parking fees & charges.

4.2 Resources and Risk

- 4.2.1 Should the above proposals in section 2.1 – 2.8 not be agreed the council's budgeted parking income levels will not be achievable.
- 4.2.2 To monitor the impact of the proposed changes there will be monthly monitoring and review of income targets, and an ongoing evaluation of any impact throughout the financial year.
- 4.2.3 The cost of effectively implementing the proposals will be around £10-£15k.
- 4.2.4 The financial benefits of implementing the proposals are estimated to be an increase in parking income of £625k. This figure has been sensitised to account for any potential drop in parking numbers.

4.3 Legal

- 4.3.1 The legislation requires the public notice to describe the Order and provide details of the effect of the order. The public notices must be placed in all the car parks effected by the changes.
- 4.3.2 The legal process for any changes to the off street parking places order are clearly defined including timescales and the consultation period.
- 4.3.3 In accordance with the Road Traffic Regulations Act 1984 the Council will consult as appropriate.
- 4.3.4 The public notice will provide a 21 day consultation period for members of the public or any other parties to formally object to any of the proposals details above.

4.4 Equality and Health

- 4.4.1 There are no anticipated negative impacts for any section of society.

4.5 Consultees (Internal and External)

- 4.5.1 Consultation will be undertaken with the Chief Constable and Northamptonshire County Council as part Road Traffic regulation Act 2014.
- 4.5.2 The public notice will be placed in the local newspaper with site notices located on all car parks informing the general public of the proposed changes and allowing 21 days for anyone to submit their objections.

4.6 How the Proposals deliver Priority Outcomes

- 4.6.1 The proposals contained in this report will contribute to the priority outcome of a stronger community and delivering exceptional services.

4.7 Other Implications

- 4.7.1 No other implications have been identified at this time.

5. Background Papers

- 5.1 There are none.

6. Next Steps

- 6.1 The council will advertise the proposed changes in accordance with the legislative requirements.

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