

POLICY, FINANCE & ADMINISTRATION COMMITTEE

30th SEPTEMBER 2015

MELTON BID'S FREE AFTER THREE CAR PARKING PILOT

1.0 PURPOSE OF REPORT

- 1.1 To review the Melton BID's proposal to pilot a Free After Three car parking initiative at Burton Street Long stay town centre car park over a two month period in 2015.

2.0 RECOMMENDATIONS

Members to approve the Melton BID's proposal to pilot a Free After Three 2015 car parking initiative at Burton Street car park over a two month period in 2015.

3.0 BACKGROUND

- 3.1 As part of Melton's Think Melton Taste Melton campaign, the BID is seeking to pilot a Free After Three campaign in Melton Borough Council's Burton Street car park after 3pm.
- 3.2 The aim of the pilot is to drive footfall into the town centre after 3pm, when footfall and car park occupancy in the town centre is low.
- 3.3 The campaign will seek to promote and support the town's early evening economy and its food/drink, leisure and culture offer, such as the theatre, cinema and family dining. It will also seek to support the town's retailers between 3pm and 5pm, promoting this period as a Click & Collect opportunity for customers.
- 3.4 The BID is seeking to pilot the initiative over a two month period, between November and December 2015, to support the town's Christmas marketing campaign but also to support the town's retailers, during a period when online and out of town competition is at its highest.
- 3.5 Consultation has been held with the Civil Enforcement Officer team and Civil Enforcement Officers will be instructed not to enforce in the Burton Street car park after 3pm, subject to members approval.
- 3.6 Consultation has been held with the Legal team and the pilot will not impact the current Car Park Order.
- 3.7 Consultation has been held with the Property team and signage will be placed in the car park, advising users of the Free After Three initiative.
- 3.8 The BID will fund a marketing campaign to promote the pilot, which will include marketing material, local media, websites and social media.
- 3.9 The usage of the car park will be monitored by the Civil Enforcement Officers. The BID Manager/Town Centre Manager will also record car park occupancy in the designated car park on a weekly basis.
- 3.10 Based upon the 2014 figure analysis provided, the BID will fund £1767.02 + vat for the two months, November – December 2015. This is based upon the average income received between 3pm and 6pm in November and December 2014, in addition to the estimated loss of income for ticket purchased between 1pm and

3pm during this period which would have covered a longer period but for this initiative.

3.11 Car park occupancy counts will be recorded on a weekly basis throughout the two month pilot, to determine usage and the success of the Free After Three initiative.

3.12 Footfall counts will be evaluated on a daily basis throughout the pilot, to determine footfall trends and potential footfall increase.

3.13 Town Centre Business surveys will be conducted in January 2016 to assess the impact of the pilot on town centre businesses, in terms of income and spend.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to priorities within the corporate plan:

- Support people and businesses through the economic downturn
- Meet the economic needs of the Borough
- Maximise the potential of Melton Mowbray Town centre

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 Currently the some Long Stay car parks are underused by shoppers and visitors to the town centre, with the majority of users using the more convenient short stay car parks of St Mary's Way, Chapel Street and Wilton Road.

5.2 The BID will reimburse the loss of income during this initiative, to the sum of £1767.02 + vat for the two months, November – December 2015. This is based upon 2014/15 figures, 2015/16 data is not currently available on the new ticket machine system which is in the process of being implemented. This is being progressed.

5.3 The 2014/15 income figures include the Town Estate car park which is no longer under the council's control and therefore will not be included in the Free After three Initiative. Assumptions have had to be made to adjust for this change as the income is included in the 2014/15 figures.. There could be displacement from people who would have parked and paid in the town estate car park moving to our Burton Street car park to park for free and no provision has been made for this cost implication.

5.4 Officers have tried to estimate the loss of income from shorter stays, (e.g. those drivers that arrive at 1pm who were expecting to stay until 5pm and therefore would have brought a 4 hour ticket but now would buy a 2 hour ticket to take them to 3pm) – this is a very crude calculation and no adjustment has been made other than from a 4 hour ticket to a 2 hour ticket (because those who would arrive at 1 or 2 pm buying a 2 hour ticket would still have to do so) and no impact on all day tickets has been assumed

5.5 This pilot has been noted and incorporated into the emerging Car & Coach parking Strategy.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 There are no legal implications, as the pilot will not require any amend to the current Car Park Order.

6.2 Civil Enforcement Officers will be asked not to enforce in Burton Street car park after 3pm during the months of November and December.

7.0 COMMUNITY SAFETY

7.1 There are no direct community safety implications arising from this report.

8.0 EQUALITIES

8.1 There are no specific implications arising from this report.

9.0 RISKS

9.1 The risks associated with this report are shown in the table below:

Probability



Very High A				
High B				
Significant C				
Low D				
Very Low E		1		
Almost Impossible F				
	IV Neg- ligible	III Marg- inal	II Critical	I Catast- rophic

Impact

Risk No.	Description
1	The Income payable by the BID is not reflective of the true cost as it is based upon 2014/15 car park income figures and includes potential loss of income with tariff choices between 1pm-3pm

10.0 CLIMATE CHANGE

10.1 There are no climate change implications arising from this report.

11.0 CONSULTATION

11.1 This pilot has been discussed and developed by the Melton BID.

12.0 WARDS AFFECTED

12.1 Town Centre ward , but it could be all visitors to the town from within and outside of Melton.

Contact Officer: Shelagh Core
Date: 21 September 2015

Appendix : None
Background papers : Car Park usage and income data 2014/15
Cttee : X drive/Cttes/PFA/2015-2016/30/09/15/HR- Pilot free after 3 Project