

MELTON ENVIRONMENTAL & ECONOMIC AFFAIRS COMMITTEE

10th JANUARY 2018

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

CAR PARK ANALYSIS- AFTER 5.00PM

1.0 PURPOSE OF REPORT

1.1 To provide members with an update on car park usage after 5.00pm to seek member guidance on whether to introduce free car parking from 5.00pm from the current 6.00pm.

2.0 RECOMMENDATIONS

2.1 It is recommended that the Committee:

- (i) Note and comment on the car park usage after 5.00pm attached as Appendix A.
- (ii) Provide guidance on whether to introduce a new cut off time of 5.00pm taking into account the financial implications and economic impact on the evening economy.

3.0 KEY ISSUES

3.1 Members at their meeting of 1st November 2017 approved :

Members continue with the existing charges and tariffs as previously approved to include the 'free' car parking pilot provision introduced in 2016/17

In addition members also asked officers to bring back a short report highlighting the impact of bringing forward the time when car parking is levied from 6.00pm to 5.00pm to support the evening economy.

3.2 Attached as Appendix A is a summary of the tickets purchased and the income generated from all of the council's car parks during 2016/17.

In the summary members are provided with information that includes all of the council's car parks, however, for the purposes of the report members are asked to note that the Waterfield leisure centre car park is not included in the financial impact, due to the current arrangements with the Leisure Contractor, whereby 95% of all income is returned back to the contractor due to the number of car users being leisure centre customers.

3.3 Members will note that the key summaries are:-

- Overall just over 24,500 tickets were purchased after 5.00pm during 2016/17.
- Excluding the car park at Waterfield leisure centre, as suspected St Mary's and Wilton Road car parks are the most used, due to their 'inner' town centre location.
- The total income from car parks after 5.00pm is £21,817, however, after taking into

account income generated from the Waterfield Leisure Centre car park the amount is £11,198.

- We also need to take into account consumer behaviour if the period of free car parking is brought forward., this is covered in the finance section of the report

3.4 Impact on the evening economy.

There is no strong evidence that bringing forward the time when free car parking comes into effect to 5.00pm will have a significant effect on the evening economy.

Most of the evening economy activities and participation normally occurs after 6.00pm, when current tariffs allow for free car parking.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to some of the priorities in the Corporate Plan specifically:

- o Promoting a vibrant and sustainable economy, focused on growth and prosperity
- o Developing a thriving Melton Mowbray town centre that is the heart of the Borough

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 Whereas based on direct income from car park sales after 5.00pm is £11,198, we also need to take into account the impact from consumer behaviour, if this was brought in.

Simply that tickets bought from 3.00pm will impact on the duration of tickets purchased both in the long stay and short stay car parks.

Taking this into account the actual financial impact has been projected at around £15-17K.

5.2 The draft budget and Medium Term Financial Strategy indicates a deficit on the general fund of approximately £450k per annum which needs to be addressed either through reduced expenditure or increasing income. The Council will shortly be reviewing its priorities of which addressing the funding gap will need to be a significant consideration. As such members need to consider if this is the right time to be reducing income from such an area without consideration of the wider impact on the council's finances and other priorities.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 Any changes to car parking orders (CPO) will require a period of consultation prior to making the CPO amendments.

7.0 COMMUNITY SAFETY

7.1 There are no Community Safety issues arising from this report.

8.0 EQUALITIES

8.1 A full Equalities Impact Analysis was completed as part of Car and Coach Parking Strategy (2015), there are not considered to be any direct equality issues arising from this report, since there are a range of charging options which will remain available to cater for the widest needs of local car park users.

9.0 RISKS

The risks identifies below are the potential outcomes should this report not receiving member support.

9.1

L I K E L I H O O D	A	Very High				
	B	High				
	C	Significant		1		
	D	Low				
	E	Very Low				
	F	Almost Impossible				
			Negligible 1	Marginal 2	Critical 3	Catastrophic 4

IMPACT

Risk No	Risk Description
1	Members do not approve bringing forward the time for free car parking

10.0 CLIMATE CHANGE

10.1 There are no direct implications or impacts resulting from, this report

11.0 CONSULTATION

11.1 The proposal has also been shared with all members of the Town Area Committee and any feedback and comments will be verbally presented to members of this Committee.

12.0 WARDS AFFECTED

12.1 All

Contact Officer H Rai
Date: 21/12/17

Appendices : Appendix A- Car parking usage after 5.00pm

Background
Papers: None

Reference : X : Committees\MEEA\2017/18\100118\HR-car park