



Appendix 6

RECORD OF DELEGATED OFFICER DECISION

Key Decision

✓

Operational Decision

SUBJECT: PONTYPRIDD BUSINESS IMPROVEMENT DISTRICT (BID): CAR PARK SUBSIDY

PURPOSE OF REPORT:

To seek approval to revise the Council's existing Car Parks Regulations to affect a reduction of the parking charges in two Council car parks in Pontypridd on a Saturday in relation to the recently established Business Improvement District (BID).

In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended officer decision of the Director of Highways and Streetcare Services as described below.

DELEGATED DECISION (Date):

It is agreed to:

- 1) proceed to vary the relevant existing Rhondda Cynon Taff CBC Off Street Car Parks Order with respect to new, alternative, charging regime in Sardis Road and Berw Road car parks, Pontypridd.

Chief Officer Signature

NIGEL WHEELER

Print Name

30-9-16

Date

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution

CONSULTATION

A. Morgan

CONSULTEE CABINET MEMBER SIGNATURE

29/9/16

DATE

RJ Watts

CONSULTEE OFFICER SIGNATURE

29/9/16

DATE

CALL-IN PROCEDURE RULES

IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

NO ✓

Reason for urgency:.....

If deemed urgent - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....
(Mayor)

.....
(Dated)

NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.

FOR CABINET OFFICE USE ONLY

PUBLICATION & IMPLEMENTATION DATES

PUBLICATION

Publication on the Councils Website:- 4/10/16



DATE

IMPLEMENTATION OF THE DECISION

Note: This decision will not come into force and may not be implemented until the expiry of 5 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Subject to Call In the implementation date will be 12/10/16

DATE

		<u>4/10/16</u>
Secretary to the Cabinet Signature	Print Name	Date

CEO.

Further Information

Directorate:	Highways and Streetcare Services
Contact Name:	Alistair Critchlow
Designation:	Parking Services & Streetworks Manager
Tel.No:	(01443) 494751

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

MUNICIPAL YEAR 2016-2017

**REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR OF HIGHWAYS AND
STREETCARE SERVICES**

DATE: AUGUST 2016

Part 1	Item No.
Pontypridd Business Improvement District (BID) – Car Park Subsidy	

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to seek approval to revise the Council's existing Car Parks Regulations to affect a reduction of the parking charges in two Council car parks in Pontypridd on a Saturday in relation to the recently established Business Improvement District (BID).

2. RECOMMENDATIONS

- 2.1 It is recommended that:
- (a) The Council varies its existing Off-Street Car Parks Regulation Order to allow for the reduction in tariff charge for all day parking at Sardis Road car park and Berw Road car park in Pontypridd from £2.50 to £1.00 on Saturday's only.
 - (b) The Council inaugurates an agreement with the Pontypridd BID group, "Your Pontypridd", whereby the BID meets the costs of reducing this charge.

3. REASONS FOR RECOMMENDATIONS

- 3.1 To provide support to the Pontypridd BID, and thus help to enhance the local economy, by formally supporting an initiative to reduce the cost of parking.

4. BACKGROUND

- 4.1 In February 2016, the Welsh Government announced funding of £203k to support the development of nine Business Improvement Districts (BIDs) proposals in Wales.
- 4.2 All Local Authorities in Wales were asked to look at how a BID could make a difference to the local economy and then discuss their ideas with businesses and the wider community.

- 4.3 BIDs bring together businesses and other stakeholders in a defined geographical area, so they can develop projects and activities which will help boost the local economy.
- 4.4 The funding was used to appoint consultants to help local partnerships develop a BID proposal and Pontypridd was duly successful with its proposal and a BID was created.
- 4.5 Furthermore, the organisations involved in the Pontypridd BID then voted in favour of paying an additional levy to help pay for its activities and projects, one of which is the car park subsidy outlined below, which is seen as an initial BID priority.

5. CAR PARK SUBSIDY – SARDIS ROAD AND BERW ROAD CAR PARKS

- 5.1 The Pontypridd BID group have expressed a desire for the Council to consider a car park subsidy of £1.00 for parking all day on a Saturday, to encourage more visitors into the town in order to boost trade.
- 5.2 Any losses in Council car park revenue incurred during operation of the car park subsidy are underwritten by the BID group as a fixed sum. (The Council has estimated its losses to amount to approximately £13.5k per annum, which the BID has agreed to meet).
- 5.3 Whilst it is understood that Gas Road Car Park was the BID group's initial preferred option due to its central locality, it was considered that the larger Sardis Road and Berw Road car parks were more feasible options for the car park subsidy.
- 5.4 Both car parks are poorly utilised and so a car park subsidy to encourage greater usage of these sites has long been on the Council's agenda. Moreover by incentivising motorists to park in these larger car parking areas, it will help to reduce congestion in the town centre, potentially leading to more optimal use of the town centre car parks, and also help to ease parking problems in nearby residential parking zones, (such as the Trallwn area).
- 5.4 Following discussions and meetings with representatives from the Pontypridd BID group, a formal agreement between the Council and "Your Pontypridd Limited" has been drafted by the Council's Legal Services team, which addresses all key points: (please see copy agreement attached).

6. EQUALITY AND DIVERSITY IMPLICATIONS

- 6.1 There are no equality or diversity implications associated with this report.

7. CONSULTATION

- 7.1 Standard period (21 days) of public consultation required with regards to proposals to vary the aforementioned Off-Street Car Parks Regulation Order, followed by Public Notice.

8. FINANCIAL IMPLICATION(S)

- 8.1 It has been calculated that any losses in car park revenue as a result of reducing the tariff charge from £2.50 to £1.00 per Saturday in the two car parks in question amount to an estimated sum of £13.5k annually. However, any such losses are underwritten by the BID group as a fixed sum paid to the Council.

9. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 9.1 As advised above, the Council's existing Off-Street Car Parks Regulation Order will require varying in order to reflect the change in tariff charge. This is in accordance with the relevant section(s) of the Road Traffic Regulation Act 1984.

10. LINKS TO THE COUNCIL'S CORPORATE PLAN / OTHER CORPORATE PRIORITIES / SIP

- 10.1 The Business Improvement Districts link to the Single Integrated Plan in respect to the theme of "Prosperity": businesses are supported to thrive and grow.

11. CONCLUSION

- 11.1 The proposal outlined above of a car park subsidy to encourage more visitors to the town centre, with the estimated loss in Council car park income underwritten by BID funding, would be a positive development for both traders and the Council and its progression is duly recommended.
- 11.2 Pending approval, it is anticipated that there will be a minimum 4 week lead-in period before the car park subsidy commences.