



RECORD OF DELEGATED OFFICER DECISION

Key Decision

✓

Operational Decision

SUBJECT: REVIEW OF CAR PARKING CHARGES – PUBLIC CONSULTATION

PURPOSE OF REPORT:

To outline proposed changes to the Council's existing daily car parking charges, including monthly and annual season tickets, and to recommend a period of public consultation with respect to the proposals.

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) To proceed with an 6-week long consultation period to seek the views of local traders and the general public on Council plans to implement changes to existing car parking charges.
- 2) Upon completion of the consultation period, to present a report to Cabinet summarising the feedback received and to put forward suggested recommendations with regards to any revisions to existing car parking charges.

Chief Officer Signature

Nigel Wheeler

Print Name

19/10/16

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

19/10/16

CONSULTEE CABINET MEMBER SIGNATURE

DATE

RJ With

19/10/16

CONSULTEE OFFICER SIGNATURE

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: - _____

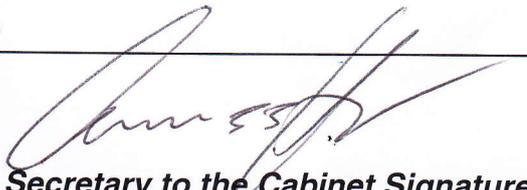
DATE

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: _____

DATE

 Secretary to the Cabinet Signature	CHRISTIAN SJ HANAWAN Print Name	19/10/16 Date
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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: OCTOBER 2016

Part 1	Item No.
Review of car parking charges – public consultation	

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to outline proposed changes to the Council's existing daily car parking charges, including monthly and annual permits, and to recommend a period of public consultation with respect to the proposals.

2. RECOMMENDATIONS

- 2.1 It is recommended that:
- (a) The Council undertakes an 6-week long period of consultation with local businesses, Chambers of Trade, and the wider general public to seek their views and opinions on the proposed new car parking charges outlined below with respect to the Council's Pay and Display car parks estate.
 - (b) A report is prepared for Cabinet following the conclusion of the consultation period, which will summarise the feedback received and put forward suggested recommendations with regards to any revisions to existing car parking charges.

3. REASONS FOR RECOMMENDATIONS

- 3.1 To seek the views of key stakeholders and the wider public on the Council's proposals to reduce the cost, to car park users, of car parking across the County Borough; and to then implement any recommend changes accordingly.

4. BACKGROUND

- 4.1 Town Centres in recent years have been faced with the growing competition of large scale out of town developments, as well as the exponential growth of on-line retailing. It is recognised that the impact of changing shopping habits is having an impact on the footfall of the town centre. Parking charges alongside these challenges are also considered another contributing factor to the changes in footfall.

- 4.2 The Council continues to support town centres through a range of initiatives, including improvements to the quality of public spaces, promoting the towns as key locations to invest, work and visit; it also has built relations with local business forums to support local activities to attract more visitors into the centres.
- 4.3 Moreover, the current Council administration have further supported town centres in recent years by “freezing” car parking charges since 2013 and more than doubled the length of free car parking after 10am across all its car parks for Christmas shoppers, from the two weeks leading up to Christmas, to the whole month of December instead.
- 4.4 However, the continuing health of the town centre depends on the on local businesses being able to draw enough people to spend time and money in the centre. Consequently, a wide-ranging review of the car parking tariffs has been prepared to provide yet more support town centres as shopping habits continue to change, with the aim to reduce the leakage of retail expenditure from the local area and reduce the need to travel further afield.

5. REVIEW OF CAR PARKING CHARGES – PROPOSED NEW TARIFFS

- 5.1 Table 1 below outlines proposed new car parking tariffs alongside existing tariffs for comparison:

Table 1:

	Short-stay					Long-stay			
Time Periods	Up to 1 hr	Up to 2hrs	Up to 3hrs	Up to 4hrs	4hrs Plus	Up to 4hrs	4hrs Plus	Monthly Permit	Annual Permit
Existing	75p	£1.50	£2.50	£3.40	£12.55	£1.30	£2.50	£37.50	£375.00
Proposed	50p	£1.00	£1.50	£2.00	N / A	£1.00	£2.00	£20.00	£200.00

- 5.2 The proposed new tariffs represent additional positive steps taken by the Council to support town centres and can also be seen as a further departure from previous policy thinking of increasing car parking charges in line with retail price indexation and national inflation.
- 5.3 All daily tariffs have been designed with simplicity of use in mind, (i.e. with minimal amounts of coinage required to purchase parking tickets, 2 coins or less), and permit prices have been reduced to more favourably compare with present market conditions.

- 5.4 In addition to the above proposed new car parking tariffs, the Council is also seeking views on the notion of a £1 all day parking tariff across all long-stay car parks on Saturdays, and also regarding maintaining or amending the existing Christmas free parking initiative across all car parks for the month of December.
- 5.5 Furthermore, to compliment the proposed changes to individual tariff charges, views will also be sought as to the methods of paying for daily car parking charges. At present all Council car park ticket machines accept payment via coins only but the majority of machines can be adapted to take card payments (including contactless).

6. EQUALITY AND DIVERSITY IMPLICATIONS

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

7. CONSULTATION

- 7.1 6-week long period of consultation with local businesses, Chambers of Trade, and the wider general public. The consultation period will include direct engagement with town centre trading representatives of the 5 town centres, which have pay and display car parks: Pontypridd, Aberdare, Mountain Ash, Tonypany and Porth.

8. FINANCIAL IMPLICATION(S)

- 8.1 There are no significant financial implications associated with undertaking an 6-week long public consultation exercise. Although, if realised, it has been calculated that any losses in car park revenue as a result of reducing charges in line with the above proposals would, based on current levels of car park usage, be in the region of £300k annually. However, such estimated losses do not take into account the potential for increased car park usage as a result of the reduction in charges.

9. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 9.1 If any changes to car park tariffs are realised, then the Council's existing Off-Street Car Parks Regulation Order will require varying in order to reflect the changes. 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 A reduction in car parking charges can be seen to 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 proposals outlined above of reductions in daily, monthly and annual car parking charges will directly affect 5 key town centres as well as car park users and traders from across the County Borough. Consequently, an extended period of public consultation is essential to aid Council decision-making on this issue.