

Report for: Economy PDG

Date of Meeting:	7 March 2024
Subject:	Parking Consultation Working Group Proposals re Long Stay Tariffs
Cabinet Members	Cllr James Buczkowski, Cabinet Member for Finance Cllr Josh Wright, Cabinet Member for Environment and Services
Responsible Officers:	Luke Howard, Environment and Enforcement Manager Matthew Page, Corporate Manager for People, Governance and Waste
Exempt:	N/A
Wards Affected:	N/A
Enclosures:	Appendix 1- Tariff proposals.

Section 1 – Summary and Recommendation(s)

This report provides recommendations from the Parking Consultation Working Group. The group have been working through proposals to amend tariff functions in order to better support local community demand.

Recommendation(s):

- 1. For Economy PDG to consider approving the proposed tariff changes that have come from the Car Parking Consultation Working Group and recommend these to Cabinet for ratification.**
- 2. The approval of five free Saturdays parking at the Multi Storey car park, Tiverton, High Street (St Saviours), Crediton and Station Road, Cullompton in the lead up to Christmas 2024.**

Section 2 – Report

1.0 Introduction

- 1.1 The Parking Consultation Working Group was formed to work with local communities and business groups to better understand the parking requirements of towns in Mid Devon. Members, Local business owners, Town Council and Officers represent the District through attending the group and these have been productive. Cllr Guy Cochran chairs the Group and reports back to the Economy PDG advised by relevant officers.
- 1.2 In March 2023 a higher set of Tariff and Permit charges for parking were decided upon and implemented in June 2023. During the decision making process there were concerns raised by members and business groups regarding how the figures had been calculated and the input (or lack of) there had been from local representatives.
- 1.3 As parking tariffs had not been increased for some years, an accumulative interest was added to the charges. This raised the question as to why charges had not increased year on year to prevent a sudden hike in cost.
- 1.4 To prevent similar issues occurring again and to explore how parking stock is best utilised, Economy PDG requested a consultation group be founded to engage with community groups, town councils and leading business representatives.
- 1.5 In order to determine the scope of the group and better understand what proposals could be explored, terms of reference were discussed and agreed by officers and representative members at its first meeting
- 1.6 The terms of reference agreed were as follows;
- Sustainability of car parks including climate impacts
 - Visible presence of The Council to user groups
 - Development of current redundant/zero revenue parking areas
 - Future planning and community provision
 - Revenue streams
 - Tariff and permit options
 - Highway Authority traffic management plans
- 1.7 The group have prioritised looking at long term stay tariffs and what could be done to potentially increase resident and visitor presence in our town centres. In particular, the group felt and aired the view that more needed to be done to incentivise the purchase of 3 hour parking tickets over purchasing 2 hour tickets. This would encourage people to spend longer periods of time when shopping and meeting family and friends in the community.
- 1.8 As a result, the group are ready to put forward new proposals regarding additional tariffs relevant to long stay car parks for consideration by the Economy PDG and, if seen as a viable option, by Cabinet for ratification. The priority for looking at this issue has come from representatives wanting the

tariffs to be revised to encourage more visitors to stay longer in our town centres. It was felt by the group that this was a priority for consideration. By enabling users to have a varied choice in tariff options it would assist town centre business and encourage longer stay.

- 1.9 The proposals put forward by the group regarding Long Stay parking tariffs have been carefully deliberated and all aspects considered regarding how they support the community, local businesses and the Council. The Council was praised by group members at its last meeting for taking steps to merge the gap between the Council and local communities when making decisions and for building greater collaboration and shared working.

2.0 Proposals

- 2.1 The group is proposing to implement some additional tariff bands in long stay car parks throughout the district. The group is also proposing to implement a 3 hour tariff in Market Place, Tiverton, to support medium stay visitors in the centre of town. The group has also requested this PDG to consider five free Saturdays in the Multi Storey car park, Tiverton, High Street, Crediton and Station Road, Cullompton to support Christmas 2024. The proposed dates are:

- 23 November 2024
- 30 November 2024
- 7 December 2024
- 14 December 2024
- 21 December 2024

Further explorative discussions have been held about the possibility of offering free Sunday Parking to compliment the Saturdays. This is to be further looked into regarding funding and viability.

- 2.2 The proposals have been costed based on vends from the financial year 2022/23. However, due to the nature of the proposals which are implementing new tariff bands, it is extremely difficult to compare any relative data in respect of what the likely user take up would be. The costings are therefore best estimates based on knowledge of vends for the other tariff bands currently in place and are available on request.
- 2.3 The proposals are included as Appendix 1 in support of this report and include the inflation increase of 6.7% approved by Cabinet to support the budget setting process.

Financial Implications

Parking generates substantial revenue and proposals from the group are expected to help the council balance income against community requests. The group also explores opportunities to increase revenue streams.

Legal Implications

Road Traffic Regulation Act 1984 regulates how changes can be implemented. Any decisions need to have consideration for this act and requirements for amendments.

Risk Assessment

None required

Impact on Climate Change

The group will consider how decisions impact on the climate, with special consideration given to improving climate impacts of parking through the implementation of technology such as EV Charging.

Equalities Impact Assessment

All decisions will consider the needs of all user groups. Any amendments will follow legislative requirements for advertisements, consultation and engagement with community groups.

Relationship to Corporate Plan

The aim of the group is to explore ideas to advance the corporate plan of The Council.

Section 3 – Statutory Officer sign-off/mandatory checks

Statutory Officer: Andrew Jarrett

Agreed by or on behalf of the Section 151

Date: 27 Feb 2024

Statutory Officer: Maria De Leburne

Agreed on behalf of the Monitoring Officer

Date: 27 Feb 2024

Chief Officer: Stephen Walford

Agreed by or on behalf of the Chief Executive/Corporate Director

Date: 27 Feb 2024

Performance and risk: Steve Carr

Agreed on behalf of the Corporate Performance & Improvement Manager

Date: 19/02/2024

Cabinet member notified: (yes)

Section 4 - Contact Details and Background Papers

Contact: Luke Howard, Environment and Enforcement Manager

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