

**CANNOCK CHASE COUNCIL**

**CABINET**

**20 OCTOBER, 2010**

**REPORT OF DIRECTOR OF SERVICE IMPROVEMENT**

**RESPONSIBLE PORTFOLIO LEADER: ENVIRONMENT**

**CAR PARKING CHARGES DURING CHRISTMAS PERIOD 2010**

**KEY DECISION – NO**

**1. Purpose of Report**

- 1.1 To advise members of a decision of Cabinet on 13 December, 2007 to suspend car park charges across the District on two Saturdays before Christmas.
- 1.2 To advise members of a decision of Cabinet on 20 November, 2008 that on the two Saturdays prior to Christmas 2008 car parking charges would be charged at the minimum ticket rate for the respective car park being used and that the ticket would cover the vehicle parking for the whole of the day.
- 1.3 To advise members of a decision of Cabinet on 22 October, 2009 to suspend car park charges across the District on two Saturdays before Christmas.
- 1.4 To determine if members of Cabinet wish to implement any of the above mentioned actions for Christmas 2010 by suspending in whole or in part charges on Saturdays 11 and 18 December, 2010.

**2. Recommendation(s)**

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| <ol style="list-style-type: none"><li>2.1 That in light of no funding being available, officers of the Council recommend to members that parking charges for Christmas 2010 are not reduced or suspended.</li></ol> |
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**3. Summary (inc. brief overview of relevant background history)**

- 3.1 Cannock Chase Council have undertaken Pay and Display charging in both Rugeley and Cannock Town Centres on Council owned car parks for some years.

- 3.2 In the Christmas Period of 2007 car parking charges were suspended on the last 2 Saturdays before Christmas following a decision by Cabinet on the 13 December, 2007.
- 3.3 In the Christmas Period of 2008 customers were charged the minimum rate for the respective car parks and allowed to park for the whole of the day.
- 3.4 In the Christmas Period of 2009 car parking charges were suspended on the last 2 Saturdays before Christmas following a decision by Cabinet on the 22 October, 2009.

**4. Key issues and Implications**

- 4.1 Cannock Chase Council has a number of Pay and Display car parks in both Rugeley and Cannock Town Centres.
- 4.2 The suspension of car park charges as stated in 2.1 above will result in a loss of income to the Council as stated in the financial implications of this report.
- 4.3 The provision of free parking, following the suspension of charges on the dates stated on 1.4 above, may assist in increasing footfall figures into Cannock and Rugeley Town Centres.

**5. Conclusions and Reason(s) for the Recommendation(s)**

- 5.1 To suspend car parking charges for the last 2 Saturdays before Christmas may potentially assist increasing footfall figures within the town centres, however, this would mean a significant loss of income in car parking revenue which reflects in the Council's overall budget.

**6. Other Options Considered**

- 6.1 The options are for members to determine whether they wish to suspend in whole, in part or not at all charges on the two Saturdays prior to Christmas 2010.

**7. Report Author Details**

Declan Hoare, Director of Service Improvement.

**SCHEDULE OF ADDITIONAL INFORMATION**

**INDEX**

<b>Contribution to Council Priorities (i.e. CHASE, Corporate Priorities)</b>	<b>Section 1</b>
<b>Contribution to Promoting Community Engagement</b>	<b>Section 2</b>
<b>Financial Implications</b>	<b>Section 3</b>
<b>Legal Implications</b>	<b>Section 4</b>
<b>Human Resource Implications</b>	<b>Section 5</b>
<b>Section 17 (Crime Prevention)</b>	<b>Section 6</b>
<b>Human Rights Act Implications</b>	<b>Section 7</b>
<b>Data Protection Act Implications</b>	<b>Section 8</b>
<b>Risk Management Implications</b>	<b>Section 9</b>
<b>Equality and Diversity Implications</b>	<b>Section 10</b>
<b>List of Background Papers</b>	<b>Section 11</b>
<b>Report History</b>	<b>Section 12</b>
<b>Annexes to the Report i.e. copies of correspondence, plans etc.</b>	

**Section 1**

**Contribution to Council Priorities (i.e. CHASE, Corporate Plan)**

A is for Access to Skills, Economic Development and Enterprise, effective car park management assists for local economy.

**Section 2**

**Contribution to Promoting Community Engagement**

Parking issues is a matter that the Council have previously engaged in with the Community.

**Section 3**

**Financial Implications**

The proposal of free parking on the last two Saturday dates before Christmas 2010 are estimated to result in a loss of income of approximately £13,000.00

By introducing the minimum charge (as outlined in 1.2 for Christmas 2008) are estimated to result in a loss of income of approximately £4,700.00

This free period may also raise public expectations that similar free parking periods will occur in future financial years.

No provision exists within the Revenue Budgets for such a loss of income and Members will be aware from the Report to Cabinet in June on the Interim budget that strict controls have been put in place to achieve further savings by the 31 March 2011 to contribute to the Medium Term budget shortfall.

The proposal as such will require as a minimum compensating savings to be identified to meet the loss of income.

**Section 4**

**Legal Implications**

There is currently one (Off Street, Parking Places) Order (made on 23 March 2009) in force within the District. The Order enables the Council to charge parking fees in relation to specified car parking areas falling within the District. The application of the Order applies to the specified car parking areas and dates in respect of which suspension of the car parking charges is sought.

However, there is no restriction upon the Council suspending the application of the Parking Order should it resolve to do so, however that would be subject to any issues identified in the Financial Implications.

The legal effect and validity of the Order would not be undermined in the event that the recommendation is approved.

**Section 5**

**Human Resource Implications**

There are no human resource implications arising from this report.

**Section 6**

**Section 17 (Crime Prevention)**

There are no section 17 implications arising from this report.

**Section 7**

**Human Rights Act Implications**

There are no human rights implications within this report.

**Section 8**

**Data Protection Act Implications**

There are no data protection implications within this report.

**Section 9**

**Risk Management Implications**

By suspended in part or full this would lead to a financial loss to the Council on car park income, however, this may also lead to increasing the footfall to the Town Centres which may benefit the local economy.

**Section 10**

**Equality and Diversity Implications**

There are no equality and diversity implications within this report.

**Section 11**

**List of Background Papers**

Cabinet meetings 13 December 2007, 20 November 2008 and 22 October 2009

**Section 12**

**Report History**

<b>Council Meeting</b>	<b>Date</b>

## Car Parks Income for the Saturdays leading up to Xmas 2006

Car Park	Machine No.	Dec 16th	Dec 23th
Beecroft Road	14	£204.80	£358.95
Beecroft Road	15	£426.35	£752.75
Beecroft Road	16	£512.05	£998.95
Beecroft Road	17	£278.40	£544.40
Avon Road	18	£301.50	£434.50
Avon Road	19	£297.65	£553.35
Backcrofts	20	£306.00	£581.10
Danilo Road	21	£250.00	£482.10
Civic (front)	31	£90.00	£165.00
Forge Road	23	£95.00	£92.00
Forge Road	24	£88.80	£78.00
Forge Road	25	£134.00	£148.00
Forge Road	26	£276.00	£302.00
St Pauls Rd	27	£61.00	£88.00
Market Hall	28	£131.00	£166.00
Taylor's Lane	29	£103.40	£98.00
Market Street	30	£92.80	£97.00
Cannock and Rugeley Totals Excluding Multi Storey		£3,648.75	£5,940.10
Increase in car park charges			
	2006-07	£4,159.58	£6,771.71 <b>-10,940</b>
	2007-08	£4,575.53	£7,448.89 <b>-12,030</b>
	2008-09	£5,033.09	£8,193.77 <b>-13,230</b>

Estimated loss for charging minimum rate xmas Saturdays

<b>Car Park</b>	<b>13/12/2008</b>	<b>20/12/2008</b>	<b>Total</b>
Beecroft Road	£1,466.40	£1,637.00	£3,103.40
Avon Road	£637.40	£693.75	£1,331.15
Danilo Road	£212.00	£242.30	£454.30
Backcrofts	£405.30	£449.05	£854.35
Station	£68.30	£115.50	£183.80
Civic Front	£78.50	£101.20	£179.70
Forge Road	£568.05	£686.60	£1,254.65
St. Pauls Road	£69.80	£103.65	£173.45
St. Joseph's	£63.00	£90.70	£153.70
Market Street	£105.40	£109.30	£214.70
Market Rooftop	£91.05	£119.40	£210.45
Taylors Lane	£85.50	£96.10	£181.60
	<u>£3,850.70</u>	<u>£4,444.55</u>	<u>£8,295.25</u>

Estimated income for 2 Saturdays normal charging is £13,000.00

Estimated income for 2 Saturdays minimum charging is £8,295.25

**Estimated loss of income if charging the minimum rate is £4,704.75**