

WYRE FOREST DISTRICT COUNCIL**CABINET**
15TH FEBRUARY 2011**Wyre Forest Parking Review – Phase II**

OPEN	
SUSTAINABLE COMMUNITY STRATEGY THEME:	Economic Success Shared by All
CORPORATE PLAN AIM:	District-wide Regeneration
CABINET MEMBER:	Councillor M J Hart
DIRECTOR:	Director of Planning and Regulatory Services
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APPENDICES	Appendix 1 – Schedule of Charges from 3 rd October 2011

1. PURPOSE OF REPORT

- 1.1 For Cabinet to consider and agree the schedule of charges for the Council's pay and display car parks and season ticket charges for inclusion in the 2011/12 budget, to take effect from 4th April 2011, following scrutiny by the Community & Regeneration Committee. To agree the future of public car parks at Broadwaters and Stadium Close.

2. RECOMMENDATION

That Cabinet DECIDES:

- 2.1 **To include the proposed schedule of car park and season ticket charges at Appendix 1 of this report in the budget proposals for 2011/12 to be considered by Council on 23rd February 2011, to take effect from 4th April 2011.**
- 2.2 **That the public car park at Broadwaters be removed from the Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010 as a free public car park and be transferred to the responsibility of the Community & Partnerships Directorate as car parking associated with the use of Broadwaters Park.**
- 2.3 **That the Director of Legal & Corporate Services, in consultation with the Director of Planning & Regulatory Services and the Cabinet Members for Legal & Corporate Services and Housing & Environmental Services, be given delegated authority to negotiate the lease of the Stadium Close car park to Kidderminster Harriers FC for use by them in connection with the football club for an appropriate rent.**

That Cabinet RECOMMENDS to Council that:

- 2.4 Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010 be amended and consulted upon to accommodate the changes in recommendation 2.2 and 2.3 as necessary, together with any further minor drafting amendments which, in the opinion of the Director of Planning & Regulatory Services, are required and that Cabinet be given delegated authority to consider any representations made as a result of public consultation and to finalise the revisions to the Order.**

3. BACKGROUND

- 3.1 At the 16th November 2010 meeting of Cabinet, it was agreed that a schedule of proposed car parking charges for pay & display car parks and for season tickets be referred to scrutiny committee for consideration and then a report made back to the January Cabinet meeting. This was, in effect, a second phase of a district wide review of car parking.
- 3.2 At the meeting of Cabinet on 25th January 2011 the recommendations of the Community & Regeneration Committee were received for consideration in this report.
- 3.3 The first phase of the review was undertaken in July 2010 and the agreed changes came into effect on 1st October 2010. At that stage though a discussion with the immediate local community regarding the future of the free car park at Broadwaters was under way but not concluded.

4. KEY ISSUES

- 4.1 At the meeting of Cabinet on 25th January 2011 the following five recommendations were received following the scrutiny by Community & Regeneration Committee:
- i. That 90 minutes free parking be allowed on outer car parks on Sundays only and that 60 minutes free parking be available on all other days.
 - ii. That a single consistent charge be made in the three towns for car parks in the inner zone of £4.30 for periods of 3-24 hours and £8.60 for 24-48 hours.
 - iii. That further consideration be given to interest from within the local community to running the Horsefair (Broad Street) car park for local benefit and for the Horsefair, Broadwaters & Greenhill Partnership to be approached on this basis.
 - iv. That Restricted Season Tickets be made available in Dog Lane, Bewdley permanently, not as part of a transition of the phasing out of Residents' Season Tickets.
 - v. That the proposed changes be monitored for the first 12 months after implementation and a report be made on the impact of the changes to the appropriate scrutiny committee.
- 4.2 All recommendations are considered acceptable and, where appropriate, have been included in the schedule at Appendix 1. In respect of Restricted Season Ticket

availability on Dog Lane, Cabinet accepts that whilst this is not an outer zone car park, the nature of Bewdley's tourism economy and the legacy of Residents' Season Ticket availability are pressing reasons to support the use of Restricted Season Tickets in this car park.

- 4.3 The Council normally increases its car park charges annually at the beginning of October. However, because this new approach to zonal parking is a considerable departure from the historic charging system and includes benefits in a number of car parks, such as the free parking and some reduced charges, it is proposed to introduce these new charges sooner and from 4th April 2011 for that year only; the next increase will, therefore, be scheduled in October 2012. Season Ticket price increases will remain as normal in October 2011.
- 4.4 In the report to Cabinet on 20th July 2010 which dealt with the first phase of the parking review, the future of the free car park at Broadwaters was considered briefly in as much as a review was to be undertaken.

The Cabinet Member for Housing & Environmental Services and the Director of Planning & Regulatory Services have met with representatives of the users of the car park on a number of occasions to discuss the most appropriate future management of the car park, assuming for consistency and fairness that it would no longer remain as a free car park in the Car Park Order.

- 4.5 A number of options were considered, including it being run by a local community trust or it becoming a chargeable car park within the Order. However, the overwhelming community desire is for the car park to remain free of charge and for it to remain associated with Broadwaters Park with the continued support of the Friends of Broadwaters for litter removal, etc. On this basis, it is therefore proposed that the Broadwaters car park no longer be treated as a free car park within the Car Park Order but that responsibility be transferred to Community & Partnerships Directorate to be treated as a car park serving the park in much the same way as car parks at Springfield Park, Habberley Road, Spennells, etc.
- 4.6 As part of this stage of the review, the future of the car park at Stadium Close has also been considered. This car park is underutilised, similarly to the one at the Horsefair in Broad Street, however, there is not an immediate community group in the vicinity of the site as is the case with Broadwaters and, potentially, with Horsefair that could be approached to take over its management. In fact, the heaviest use of Stadium Close is by supporters attending Kidderminster Harriers FC football matches every other Saturday and some week nights. There has been a longstanding arrangement with the football club that the Council would not charge for the use of the car park on match days. By removing the car park from the Car Park Order and leasing to the Football Club, this anomaly would be resolved in the interests of fairness, consistency and equity with car park users elsewhere.

A discussion with the Board at the football club has resulted in a request by the Club for the Council to consider a short term lease of the car park to the Club. This would give the Club a much needed potential revenue stream and relieve the Council of the costs of operating and maintaining the car park as a pay & display car park, the Club would therefore manage the car park, including on match days. The Council understand the sensitivity of parking on match days and will proceed with discussions to include West Mercia Police so that they are kept aware of proposals as they

develop. It is therefore proposed that discussions proceed with the Club on the basis of agreeing a full repairing and insuring lease for a 3-5 year period at an appropriate lease value to be determined by the Director of Legal & Corporate Services, in consultation with the Cabinet Member for Legal & Corporate Services.

- 4.7 In the event that suitable arrangements are not made for the Football Club to lease the car park, then it will remain as a chargeable car park within the outer zone of car parks.

5. FINANCIAL IMPLICATIONS

- 5.1 The proposed schedule of parking charges at Appendix 1 is a step change in the way pay & display car parks are made chargeable and the level of charge is based on the normal annual inflationary increase and has been designed as far as possible, based on historic parking behaviour patterns, to be revenue neutral compared to current car parking revenue for the car parks.
- 5.2 There would be some nominal savings to the Council as a result of leasing the Stadium Close car park by not having to service and maintain the car park, as well as a small income through the lease arrangements.

6. LEGAL AND POLICY IMPLICATIONS

- 6.1 The Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010 sets out the legal framework for the way the Council is able to manage a charge for its car parks. The charges set out in the report will require amendment to the Order for which consultation will take place.

7. EQUALITY IMPACT NEEDS ASSESSMENT

- 7.1 An assessment is not considered necessary as a result of the proposed changes as they impact fairly across the district.

8. RISK MANAGEMENT

- 8.1 There is the potential that the modelling carried out to arrive at the proposed schedule of charges which is based on historic parking behaviour patterns is not wholly accurate if those behavioural patterns change; this could result in the predicted revenue neutrality not being achieved. In order to mitigate the effects of this, the Council will monitor the impacts of the changes for 12 months after introduction and any necessary amendments could be accommodated in preparation for the 2013/14 budget, or sooner, if the charges require more immediate attention.

9. CONCLUSION

- 9.1 The introduction of the changes to charging and the amendments to the Car Park Order described in this respect is the second and final phase of the current review. The changes will enable a more fair, consistent and equitable system of parking charges throughout the district to be achieved. It is logical to implement these changes as early as possible from April 2011.

- 9.2 The proposed changes to the Broadwaters and Stadium Close car parks present sensible medium term solutions to their operation.

10. CONSULTEES

- 10.1 Corporate Management Team.
10.2 Environmental Maintenance Manager.

11. BACKGROUND PAPERS

- 11.1 Cabinet report 20th July 2009.
Cabinet report 16th November 2010.
Community & Regeneration Scrutiny Committee 30th November 2010 and 6th January 2011.
Parking Review Panel 9th December 2010 and 5th January 2011.
The Wyre Forest District Council (Off Street Parking Places) (Consolidation) Order 2009 (Variation No. 2) Order 2010.

APPENDIX 1

Wyre Forest District Council Pay and Display Car Parks Charges

New Pay & Display Fee Scales

		Kidderminster	Stourport	Bewdley
CENTRAL Rate	Market Street Raven Street Load Street	<ul style="list-style-type: none"> Up to 30mins – 50p Up to 1hr – £1.00 	<ul style="list-style-type: none"> Up to 30mins – 50p Up to 1hr – £1.00 	<ul style="list-style-type: none"> Up to 30mins – 50p Up to 1hr – £1.00
INNER Rate	Pike Mills Aldi Bateman's Yard Bromsgrove Street Youth Centre Severn Meadows 1,2&3 (inc. Riverside Meadows) Dog Lane (Bridge Street and Coronation Gardens if they are made operational)	<ul style="list-style-type: none"> Up to 1hr – 80p Up to 2hrs - £1.30 Up to 3hrs - £2.10 3-24 hrs - £4.30 24-48 hrs - £8.60 	<ul style="list-style-type: none"> Up to 1hr - 80p Up to 2hrs - £1.30 Up to 3hrs - £2.10 3-24 hrs - £4.30 24-48 hrs - £8.60 	<ul style="list-style-type: none"> Up to 1hr – 80p Up to 2hrs - £1.30 Up to 3hrs - £2.10 3-24 hrs - £4.30 24-48 hrs - £8.60
OUTER Rate	Castle Road Horsefair Comberton Place Stadium Close St. Mary's Vale Road Gardner's Meadow Stourport Sports Centre	<ul style="list-style-type: none"> Up to 1hr – Free (Mon-Sat) Up to 1.5 hrs - Free (Sunday) Up to 2hrs - £1.20 Up to 3hrs - £2.00 3-24 hrs - £3.10 24-48hrs - £6.20 	<ul style="list-style-type: none"> Up to 1hr – Free (Mon-Sat) Up to 1.5 hrs - Free (Sunday) Up to 2hrs - £1.20 Up to 3hrs - £2.00 3-24 hrs - £3.10 24-48hrs - £6.20 	<ul style="list-style-type: none"> Up to 1hr – Free (Mon-Sat) Up to 1.5 hrs - Free (Sunday) Up to 2hrs - £1.20 Up to 3hrs - £2.00 3-24 hrs - £3.10 24-48hrs - £6.20
RURAL Rate	The Avenue (Blakedown)	<ul style="list-style-type: none"> Up to 1hr – Free Up to 2hrs – 50p Over 2-24 hrs - £2.70 24-48hrs - £5.40 		

New Car Park Season Ticket (All Types) Fee Scales

Season Ticket Type	Column 1 Fees up to 1 st October 2010	Column 2 Fees from October 1 st 2010	Column 3 Fees from 1 st January 2011	Column 3 Fees from 3rd October 2011
Full Season Tickets	(Valid on any WFDC Pay and Display Car Parks)			
1 month	£47.00	£50.00	£51.50	£60.00
6 months	£272.00	£280.00	£286.00	£296.00
12 months	£500.00	£520.00	£531.00	£548.00
Restricted Season Tickets	(Valid on specified WFDC Pay and Display Car Parks)			
1 month	£27.00	£30.00	£31.00	£31.00
6months	£140.00	£145.00	£148.00	£149.00
12 months	£250.00	£260.00	£265.50	£274.00
Residents Season Tickets	(Valid only on Bewdley Pay and Display Car Parks)			
6 months	£65.00	£75.00	£76.50	NA
12 months	£125.00	£130.00	£133.00	NA
Senior Citizens Season Ticket	(Valid on any WFDC Pay and Display Car Park)			
6 months	£39.00	£39.00	£40.00	£37.00
12 months	£65.00	£65.00	£66.50	£68.50