

NAME OF COMMITTEE	Community Services
DATE	28th October 2014
REPORT TITLE	Introduction of experimental Pay & Display charges in long-stay car parks in Okehampton and Tavistock
Report of	Street Scene Manager
WARDS AFFECTED	All Okehampton and Tavistock wards

Summary of report:

This report makes a recommendation in respect the Pay & Display tariffs in all long-stay car parks in Okehampton and Tavistock.

Financial implications:

The implementation of the experimental tariff is calculated as being neutral in terms of income. However, it is proposed to run a 12-month pilot scheme initially so that the impact may be closely monitored.

The cost of advertising an Experimental Order is approximately £600, which will be met by the service budget.

RECOMMENDATIONS:

It is recommended this Committee resolve to recommend to Council that the experimental Pay & Display charges in all long-stay car parks in Okehampton and Tavistock, as detailed in paragraph 2.3, be implemented for a period of 12 months with three monthly reviews.

Officer contact:

Cathy Aubertin, Street Scene Manager

Cathy.Aubertin@swdevon.gov.uk

1. BACKGROUND

- 1.1 The West Devon Car Parking Strategy Group met on 10th September and considered the issue of Pay & Display charges. As a result, it was resolved by the group to request that the Council consider introducing a flat £2 tariff in all long-stay car parks in both Okehampton and Tavistock, initially as a pilot scheme so that the impact may be closely monitored, both in terms of car park income and in the effect on the footfall in the towns.

2. PROPOSAL

- 2.1 It has been calculated that the introduction of a flat £2 tariff in the long-stay car parks in Okehampton and Tavistock will be neutral to the Borough Council in terms of income. However, it is proposed that the impact of the tariff be monitored closely for an initial period of three months. Should the initiative prove successful, so that the Borough Council's income isn't reduced and the footfall in the towns increases, that the scheme be extended for a further three months with, of course, further monitoring and assessment.
- 2.2 In addition, it is proposed that a new tariff be introduced in Mill Road car park in Okehampton. Mill Road is an under-used car park and it is felt that the option to purchase a ½ hour ticket for a reasonable fee will prove to be attractive to customers, who are currently deterred by the minimum two-hour fee of £1.20. It is, therefore, recommended that a half-hour tariff be made available to customers for the cost of £0.50, as in short-stay car parks in the towns.
- 2.3 The revised tariff may be summarised as follows:

Current tariff

	½ hour	1 hour	2 hours	3 hours	4 hours	All day
Tavistock						
Abbey		£1.00	£1.80	£2.20	£3.50	£6.50
Bedford & the Wharf	£0.50	£1.00	£1.80	£2.20	£3.50	£6.50
Riverside			£1.20			£2.20
Okehampton						
Mill Road			£1.20			£2.20

Revised tariff

	½ hour	1 hour	2 hours	3 hours	4 hours	All day
Tavistock						
Abbey						£2.00
Bedford & the Wharf						£2.00
Riverside						£2.00
Okehampton						
Mill Road	£0.50					£2.00

- 2.4 Short-stay car parks will retain the current Pay & Display charges and, therefore, give customers a choice of paying the all-day fee in the long-stay car parks or the following fees in the short-stay car parks:

	½ hour	1 hour	2 hours	3 hours
Tavistock				
Bank Square	£0.50	£1.00		
Brook Street		£1.00	£1.80	£2.20
Chapel Street	£0.50	£1.00	£1.80	£2.20
Russell Street	£0.50	£1.00	£1.80	
Okehampton				
Market Street	£0.50	£1.00	£1.80	£2.20

2.5 As it is essential that the impact of such a significant change to parking tariffs is monitored and assessed, it is proposed that the change be introduced by way of an 'Experimental Order', to be implemented as soon as feasible, having taken all legal processes into account, for a 12 month period, with three monthly reviews.

3. EXPERIMENTAL PARKING ORDERS

3.1 The Council may give seven days notice (in the local press and by notices in car parks) of the implementation of an Experimental Order and do not have to undertake a full public consultation before implementing.

3.2 However, in the Notice of Making we must provide for objections to be submitted in the normal way so that these may be considered if the Council later chooses to make the Order permanent.

3.3 Prior to making the Order, the Council must demonstrate local consultation. The minutes from the Strategy Group meeting will provide for this, as the Group includes representatives from Town/ Parish Councils, Tavistock BID, Chambers of Commerce and similar organisations, the major supermarkets and Transition Tavistock.

4. LEGAL IMPLICATIONS

4.1 The Council has power to provide off-street parking under the Road Traffic Regulation Act 1984 (as amended).

4.2 Experimental Orders are included in the Road Traffic Regulation Act 1984 (as amended).

4.3 The Council has the power to deal with the provision, management and control of car parks.

4.4 An Experimental Order will be required in order to run such a pilot scheme.

5. FINANCIAL IMPLICATIONS

5.1 It is anticipated by the Business Community that the revised tariff will substantially increase the numbers of motorists using the car parks. However, simply based on the number of current users, the implementation of this tariff should be income-neutral to the Borough Council.

5.2 The cost of placing legal notices in the press, which is a requirement in order to make an Experimental Order, is approximately £600.

6. RISK MANAGEMENT

The Risk Management implications are shown at the end of this report in the Strategic Risks Template.

Corporate priorities engaged:	Community well-being; Access to services; Towards excellence; Customer first
Statutory powers:	As stated in paragraph 3

Considerations of equality and human rights:	An equality impact assessment has been carried out and, as a result, no further actions are required.
Biodiversity considerations:	None
Sustainability considerations:	None
Crime and disorder implications:	None
Background papers:	None
Appendices attached:	None

STRATEGIC RISKS TEMPLATE

No	Risk Title	Risk/Opportunity Description	Inherent risk status				Mitigating & Management actions	Ownership
			Impact of negative outcome	Chance of negative outcome	Risk score and direction of travel			
1	Loss of income	The reduction in parking charges may result in a reduction in income for the Borough Council	3	1	3	↓	The pilot scheme to be closely monitored and assessed so that the Council may revert to the current P&D charges if necessary	C Aubertin
2	Capacity	The reduction in parking charges may result in such increased use as to mean that all long-stay car parks are full, possibly with commuters, leaving little parking available for visitors/ shoppers	3	1	3	↓	Again, monitoring and assessment of the scheme will allow further alterations to charges to be made in order to manage the use of car parks if necessary	C Aubertin

Direction of travel symbols ↓ ↑