

Report to: **South Hams Executive**
Date: **15 October 2015**
Title: **Ivybridge Pay & Display tariff review**
Portfolio Area: **Environment Services**
Wards Affected: **Ivybridge**
Relevant Scrutiny Committee:

Urgent Decision: **N** Approval and clearance obtained: **Y / N**

Date next steps can be taken:
(e.g. referral on of recommendation or implementation of substantive decision)

Author: **Cathy Aubertin** Role: **Operational Manager
(Environment Services)**

Contact: **Cathy.Aubertin@swdevon.gov.uk**

Recommendations:

a) That the Executive be recommended to approve the proposed new Pay & Display tariffs for all car parks in Ivybridge, as detailed in paragraph 3.

1. Executive summary

1.1 This report requests that Members consider the recommendation to make amendments to the South Hams Off-Street Parking Places Order in respect of Pay & Display tariffs in all South Hams District Council car parks in Ivybridge, in order to support the community desire to increase footfall, and encourage visitors and shoppers to stay for longer, in the town.

2. Background

- 2.1 Ivybridge community has requested that South Hams District Council consider reviewing the Pay & Display tariffs, so that community-led tariffs are implemented in the three District Council-owned car parks in the town which, it is thought, will encourage more footfall in the town and encourage visitors and shoppers to stay for longer.
- 2.2 Modelling has been carried out, and discussions on how a forecasted short-fall in income may be addressed have been held with the Ward Members and Town Councillors.

3. Outcomes/outputs

- 3.1 Current parking charges in Ivybridge are as follows:

	½ hour	1 hour	2 hours	3 hours	4 hours	6 hours	All day
Glanvilles Mill	£0.30	£0.80	£1.60	£2.40			
Harford Road	£0.30	£0.80	£1.60	£2.40			
Leonards Road		£0.80	£1.60	£2.40	£3.20	£4.80	£5.50

- 3.2 The community group would like to eliminate the half-hour tariff, making the minimum parking period 1 hour in all car parks. Glanvilles Mill and Harford Road will continue to be short-stay car parks, but with Glanvilles Mill being limited to one hour maximum stay. In order to encourage visitors and shoppers to spend more time in the town, Leonards Road will only have two tariffs of one hour and all day.

- 3.3 Therefore, proposed parking charges are:

	½ hour	1 hour	2 hours	3 hours	4 hours	6 hours	All day
Glanvilles Mill		£0.50					
Harford Road		£0.50	£1.60	£2.40			
Leonards Road		£0.50					£2.00

- 3.4 The modelling demonstrates that the proposed Pay & Display charges are likely to result in a shortfall in income of £10,000 per annum. However, Ivybridge community are keen to proceed with this, so have agreed to fund the shortfall with Tesco Section 106 monies for one year, when the charges will be reviewed once again.
- 3.5 The business community has been consulted and is supportive of the proposal and, in addition, the Co-op, which funds the refund of tickets from their store in Glanvilles Mill, is also supportive.

4. Proposed Way Forward

- 4.1 A public notice will be placed in the local press and in affected car parks, which will request that members of the public make any objections to the proposals within 21 days. Should a large number of objections be received, the matter will be brought back for reconsideration by the Executive.
- 4.2 Ward Members have been consulted in respect of both amendments in advance of this report.
- 4.3 Both the financial impact and the impact on footfall in the town will be monitored on a monthly basis in order to protect both the District Council's income stream, plus to ensure that parking bays are not filled with commuters each day, leaving little parking for shoppers/ visitors.
- 4.4 The proposal to make amendments to the Off-Street Parking Places Order is in line with the following priorities:
- Community well-being
 - Access to services
 - Towards excellence
 - Customer first

5. Options available and consideration of risk

- 5.1 The option to not proceed with the proposed amendments will have little impact for the District Council. However, Ivybridge community feels that the proposal will contribute significantly to increasing the footfall in the town and improve its vibrancy.
- 5.2 There is a risk of reduced income for the District Council but the scheme will be closely monitored and, should this occur, the current Pay & Display charges will be reinstated at the earliest stage.

6. Implications

Implications	Relevant to proposals Y/N	Details and proposed measures to address
Legal/Governance		<p>The Council has power to provide off-street parking under the Road Traffic Regulation Act 1984 (as amended).</p> <p>The Council has the power to deal with the provision, management and control of car parks.</p> <p>Council has the powers to provide this service under the General Powers of Competence in the Localism Act 2011.</p>
Financial		<p>Amendments to the Off-Street Parking Places Order cost approximately £1,000 to advertise. However, other amendments currently being proposed will reduce this amount per amendment.</p>

		The anticipated £10,000 income in respect of this proposal will be funded by Tesco Section 106 monies for one year, when the tariff strategy will be reviewed again.
Risk		None
Comprehensive Impact Assessment Implications		
Equality and Diversity		No implications
Safeguarding		No implications
Community Safety, Crime and Disorder		No potential positive or negative impact on crime and disorder reduction
Health, Safety and Wellbeing		No implications
Other implications		None

Supporting Information

Appendices:

Appendix A Letter of support from Ivybridge Town Council
Appendix B Copy of a report to Ivybridge Town Council, following consultation with the community group

Background Papers:

None.

Approval and clearance of report

Process checklist	Completed
Portfolio Holder briefed	Yes
SLT Rep briefed	Yes
Relevant Exec Director sign off (draft)	Yes
Data protection issues considered	Yes
If exempt information, public (part 1) report also drafted. (Cabinet/Scrutiny)	Yes/No