

Report to Cabinet

22nd November 2018

By the Cabinet Member for Local Economy

DECISION REQUIRED



Not Exempt

Hurst Road Car Park Name Change and Tariff Adjustment

Executive Summary

Hurst Road car park is located on the north side of the park and just off Hurst Rd. Users of Hurst Rd car park are predominately patrons of The Pavilions in the park gym. The car park operates as pay and display and is chargeable Mon – Saturday 7am – 8pm and Sunday and Bank Holidays 9am – 5pm.

The car park is currently well known as The Pavilions car park by the majority of members of public who use the facility. The predominant customer base for this car park are also the leisure centre users.

The minimum purchase time of 3 hours does not reflect the current use of the customer. The majority of the leisure centre customers use the facilities for 1-2 hours. Over the years there have been many queries relating to the tariff and why cheaper shorter stay options are not available.

To ensure success of this facility and the subsequent use of the car park, it is proposed that we review the tariff to introduce these shorter hours, but in a way that doesn't negatively impact on the current income.

It is proposed that the introduction of the 1 and 2 hour tariff (as per the tariff points within the report) will improve turn over within the car park (especially at peak periods) and not reduce the income currently received.

Recommendations.

The Cabinet is recommended:

1. To Introduce new tariff points in Hurst Road CP; to allow for this, increase the current latter tariff points
2. Change the name of Hurst Road Car Park to 'The Pavilions Car Park'

Reasons for Recommendations

The reasons for recommending the change of name:

- I. The majority of people refer to Hurst Rd CP as 'The Pavilions' CP
- II. Link the two entities together helps with finding the facilities.
- III. Very little effort for a perceived larger improvement

The reasons for recommending for the tariff changes:

- I. Currently the tariff is not comparative to other town centre car parks
- II. Requests from users to review and introduce shorter stay lengths
- III. Parking tickets being passed from one customer to another
- IV. To support The Pavilions in the Park, particularly with the introduction of two new gyms into the town

Background Papers

N/A

Wards affected: All town centre wards

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Background Information

1 Introduction and Background

- 1.1 Hurst Road car park is located on the north side of the park and just off Hurst Rd. Users of Hurst Rd car park are predominately patrons of The Pavilions in the Park Gym. The car park operates as pay and display and is chargeable Mon – Saturday 7am – 8pm and Sunday and Bank Holidays 9am – 5pm.
- 1.2 Recently the car park received significant investment to improve the layout and flow of the car park and increase the number of spaces from 200 to 233. The car park is well used and generated £340k during the 2017/18 financial year.
- 1.3 The current name and tariff structure do not fit in with how the car park is used by its customers, this is why the two are being reviewed.
- 1.4 HDC have engaged with Places Leisure regarding the tariffs and name of the car park. Places Leisure are keen to introduce a 1 and 2 hour tariff into the car park to better meet the needs of their customers. HDC agreed to review the tariff and come back with a proposal.

The objections of the tariff review were to:

- Introduce a 1hr and 2hr tariff
- Avoid negatively impacting on HDC's income
- Keep the tariffs competitive against other car parks within the town.

2 Relevant Council policy

- 2.1 This supports the relevant Corporate Plan priorities set out below:
- 2.2 Economy – Improve and support the local economy
Particularly through the production and implementation, of a strategy for the management of off street car parks across the district.
- 2.3 Efficiency – Great value Services
Through delivering a balanced budget over the medium term.

3 Details

- 3.1 To change the name of Hurst Road car park to 'The Pavilions' car park, and to introduce 1 and 2 hour tariff points within the current tariff structure.
- 3.2 The name change is proposed to better link the two entities (car park and leisure complex) and to call the car park what the majority of people currently know it as. The purpose of the tariff change is to introduce charging points that better fit the need for the car park users.

3.3 Proposed tariff:

Hours	Current Tariff	New Tariff
>1hr		£1.00
2 hrs		£1.60
3 hrs	£1.60	£2.20
4 hrs	£3.30	£3.60
5 hrs	£4.40	£5.00
Evening Charge (6pm-8pm)		£1.00
Sunday and Bank Holidays	£1.50 (all day)	£1.50 (all day)

3.4 Minor changes to the signage, software and order boards, will need to be undertaken, these can be absorbed within current budgets.

3.5 It is expected that these changes will have no impact on income.

4 Next Steps

4.1 There are a number of steps that need to be followed to meet the requirements of the constitution and Traffic Management Act 2004 to change the car park name and tariffs. The remaining steps are:

Date	Action
22 November 2018	Cabinet decision
27 November 2018	Public Consultation
18 December 2018	End of Consultation – 5 day cool off
7 January 2019	Go live

5 Views of the Policy Development Advisory Group and Outcome of Consultations

5.1 The proposal was shared with the Local Economy PDAG group on 31 October 2018 and was supported.

5.2 Director of Corporate Resources supports these proposals.

6 Other Courses of Action Considered but Rejected

6.1 Various tariff options have been reviewed to ensure that all of the objectives are met.

6.2 This proposal does not impact on any future opportunities for this car park.

7 Resource Consequences

7.1 Through profiling current sales and comparing these to similar car parks that do have a 1 and 2 hour tariff it has enabled us to model the potential usage and estimate sales. All of the points within the tariff have been set so that the overall income is not negatively impacted by the introduction of the cheaper tariffs.

- 7.2 The cost to implement the changes are very small with a likely cost of £400, this can be absorbed in current budgets.
- 7.3 These changes do not impact on the need to carry out enforcement within the car park.
- 7.4 There are no HR consequences.

8 Legal Consequences

- 8.1 Changes to a Parking Order Process – To adhere to the Traffic Management Act 2004 the Council will have to undertake a 21day public consultation on the proposed changes, this is through advertisement in the car park and local paper. The Council will then consider any representations and if any amendments will need to be made to the order.

9 Risk Assessment

- 9.1 As with any new parking charges being introduced such as tariff changes there is always the concern of displacement of cars onto surrounding residential roads. This is unlikely within this case as there are very limited areas vehicles can be displaced to, due to limited options within the area and the immediate highway being covered by a controlled parking zone.
- 9.2 Any decision Cabinet make will still be subjected to public consultation as per the Parking Order amendments.

10 Other Considerations

- 10.1 The Councils provision for disabled parking remains unchanged.