

Report to Cabinet

Thursday, 28 September 2023

By the Cabinet Member for Finance and Resources

DECISION REQUIRED



Not Exempt

Parking Services Business and Charity Discount Policy

Executive Summary

The purpose of this report is to recommend adoption of the Parking Services Discount Policy. The policy contains several discounts for business, charities and not-for profit organisations, with the aim of supporting the local community and economy. Implementing a discount policy will also serve to formalise current processes.

Recommendations

That the Cabinet is recommended:

- i) To approve adoption of the Discount Policy.
- ii) To delegate authority to the Director of Resources, in consultation with the Cabinet Member for Finance and Resources, to make minor editorial changes to the policy prior to publication.
- iii) To delegate authority to the Director of Resources, in consultation with the Cabinet Member for Finances and Resources, to agree and implement concessions in line with the said policy.
- iv) To note that the Monitoring Officer will reflect the above-noted delegation in the Council's constitution (pursuant to her authority to do so per Article 13, paragraph 13.3 b) 3 of the constitution) should the subject delegation be approved.

Reasons for Recommendations

- i) To encourage economic development by supporting local businesses.
- ii) To strengthen the local community by supporting charitable activities.
- iii) To formalise processes for offering parking discounts.
- iv) To adopt the Discount Policy
- v) To delegate authority to the Director of Resources, in consultation with the Cabinet Member for Finances and Resources, to implement concessions in line with the policy.

Background Papers

Horsham District Council Corporate Plan 2019-2023

Wards affected:

District Wide

Contact:

Rob Leet, Parking Manager x5167.

Background Information

1 Introduction and Background

- 1.1 When evaluating parking charges, the importance of revenue generation needs to be balanced against economic development and the Council's wider social responsibilities. To assist in striking this balance, a discount policy has been drafted (Appendix 1). The purpose of this report is to recommend adoption of this policy.
- 1.2 Firstly, the policy outlines the discretionary discount rates available to businesses, charities, and not-for profit organisations for the bulk purchase of season tickets in council run car parks.
- 1.3 Secondly, the policy outlines the discretionary discount rates available to charities and not-for profit organisations for the purchase of season tickets in council run car parks.
- 1.4 Thirdly, the policy outlines the discretionary discount rates for advertising spaces in council run car parks for charities and not-for profit organisations.

2 Relevant Council policy

- 2.1 This supports the following Corporate Plan goals:
- 2.2 *2. A Thriving Economy* – The discount policy supports and encourages the growth of businesses and charities within Horsham Town, contributing to the economic development of the local area.
- 2.3 *3. A Strong, Safe and Healthy Community* – The discount policy benefits local people by supporting business and charities at the heart of the community.
- 2.4 *5. A Modern and Flexible Council* – The discretionary nature of the policy allows for greater flexibility in parking service charges.

3 Details

Bulk Season Tickets Discount Policy

- 3.1 The draft policy sets out a discretionary discount for the bulk purchase of season tickets for businesses, charities, and not-for profit organisations.
- 3.2 Subject to internal approval, a 5% discount may be awarded for the purchase of 10-19 annual or quarterly season tickets, or a 10% discount for 20+ season tickets.

- 3.3 The aim of this discount is to encourage economic development via the growth of businesses and charities in the local area. Supporting the 2nd goal of the corporate plan.
- 3.4 This policy would be applicable in all car parks that offer business season ticket permits. At the time of writing this report, these car parks are:
- BT Exchange
 - Park View
 - Dukes Square
 - Talbot Lane
 - Forum
 - Swan Walk
 - Piries Place
- 3.5 If business season tickets become available in more car parks, the policy will be applicable to these car parks.

Charity Season Ticket Discount Policy

- 3.6 The draft policy sets out a discretionary discount available to charities and not-for profit organisations for the purchase of business season tickets at council run car parks.
- 3.7 Subject to internal approval, a 5% discount may be awarded for the purchase of 10-19 annual or quarterly season tickets, or a 10% discount for 20+ season tickets. This discount can be combined with the bulk season ticket discount rate.
- 3.8 The reduced rate for charities aims to reflect the wide-ranging benefits these organisations provide to the local economy and community which supports the 2nd and 3rd goals of the corporate plan.
- 3.9 This discount can be combined with the bulk season ticket discount rate, as seen in the table of discounted rates below.

Season Tickets – Table of Discounted Rates.

- 3.10 The Table of discounted rates is set out below:

No. of Vehicles	Business Discount	Charity & NFP Discount
0-9	0%	10%
10-19	5%	15%
20+	10%	20%

Advertising in Car Parks Charity Discount Policy

- 3.11 The draft policy sets out the discretionary discount rates available to charities and not-for profit organisations for the purchase of advertisement spaces in available car parks.
- 3.12 Subject to internal approval, a 10% discount may be awarded for the purchase of any number of advertisements in car parks.
- 3.13 At the time of writing this report, the following car parks offer advertising spaces:
- Swan Walk
 - Piries Place
 - The Forum
- 3.14 If business season tickets become available in more car parks, the policy will be applicable to these car parks.
- 3.15 Implementing this element of the discount policy aids the growth of charities already in Horsham town centre and encourages other charities to move to Horsham, supporting the 3rd goal of the Corporate Plan: *A Strong, Safe and Healthy Community*.

4 Next Steps

- 4.1 11 October 2023 – Council meeting to approve adoption of the policy and the subject delegations.

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

- 5.1 PDAG is to take place on 18th September 2023
- 5.2 Consultation on the introduction of this Discount Policy has taken place with the Monitoring Officer and the Director of Resources.

6 Other Courses of Action Considered but Rejected

- 6.1 The option of not producing a Discount Policy was considered, but rejected on balance as the support the policy would provide to the local community and economy along was considered to be too great.

7 Resource Consequences

- 7.1 The cost of implementing the Discount Policy will be met from within the existing budgets and will largely consist of staff time.

8 Legal Considerations and Implications

- 8.1 Section 1(1) of the Localism Act 2011 provides that Local Authorities have power to do anything that individuals generally may do. Therefore, the Council may adopt a policy in relation to parking fee discounts.
- 8.2 Cabinet is responsible for the adoption of policies within the Council's policy framework pursuant to Rule 4d.1 of the Budget and Policy Framework Procedure Rules.

9 Risk Assessment

- 9.1 The introduction of this policy formalises the present approach to season ticket discounts and should therefore reduce risks by promoting transparency, accountability and compliance with governance.

10 Procurement implications

- 10.1 There are no procurement implications which arise from the Parking Services Discount Policy.

11. Equalities and Human Rights implications / Public Sector Equality Duty

Equality and Diversity Implications

- 11.1 The adoption of the Discount Policy is not expected to have any adverse impact on people with protected characteristics under the Equality Act 2010. It is not considered that the Discount Policy will have any direct impacts on gender reassignment, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Human Rights

- 11.2 The adoption of the Discount Policy is not expected to have any impact on human rights.

12 Environmental Implications

- 12.1 The adoption of the Discount Policy is not expected to have any environmental implications.

13 Other Considerations

- 13.1 It is not considered that the adoption of the discount policy will have any further additional impacts including those in relation to GDPR/Data Protection or Crime & Disorder.

APPENDICES TO REPORT

Appendix 1 – Parking Services Discount Policy