

Item 6

EXTRACT FROM MINUTES OF CABINET HELD ON 19 SEPTEMBER, 2013

59. Weekday Car Parking After 3:00pm

Consideration was given to the Joint Report of the Head of Housing and Waste Management and the Head of Planning and Regeneration (Item 11.1 – 11.10 of the Official Minutes of the Council).

RESOLVED

That:

- (A) Subject to consultation with Cannock and Rugeley Traders Associations, through the Town Centre Regeneration Policy Development Committee, a pilot scheme to provide after 3:00pm weekday car parking at a 10 pence nominal charge be introduced on the Avon Road (Cannock) and Forge Road (Rugeley) car parks for the six month period 02 January to 30 June 2014.
- (B) The Heads of Housing and Waste Management and Planning and Regeneration, following consultation with the Leader of the Council and the relevant Portfolio Leaders, be authorised to amend the pilot scheme to take into account comments received from the Cannock and Rugeley Traders Associations.
- (C) A further report be received by Cabinet on the evaluation of the pilot scheme.
- (D) A supplementary estimate of £4,000 is requested from the Council for the loss of car parking income during January to March of the pilot scheme, with the implications for April to June 2014 to be addressed as part of the budget process for 2014-15.

Reasons for Decisions

A question regarding the introduction of free after 3:00pm weekday car parking was asked at the Council meeting of 22 May 2013. In response, the Leader of the Council stated that following further examination of the implications, the proposal would be considered by Cabinet.

A total of £89,077 of car park income was generated from the Council's town centre car parks in Cannock and Rugeley after 3:00pm on weekdays during 2012-13. This comprises 12.2% of the £732,254 which was generated.

The approved 2013-14 General Fund budget includes estimated car park income of £740,050. Income has, however, reduced during the first four months of the year, and an estimated £30,000 shortfall is now projected. This shortfall would be further increased by the introduction of free weekday after 3:00pm parking.

A range of car parking initiatives are offered by other councils. Whilst none of

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the councils contacted offer free car parking after 3:00pm on weekdays only, two councils (Braintree and Cheshire West) offer free or heavily discounted parking after 3:00pm all week.

The impact of this initiative varies. Braintree reported a 44,433 increase in usage, whilst Cheshire West reported no increase in footfall as a result of shoppers delaying their visit until parking is free. No conclusion can therefore be drawn from the experience of other local authorities as it is considered likely that local circumstances account for these wide variations.

It is therefore considered that the impact can only be measured through a specific pilot scheme in Cannock Chase and a 6 month scheme, (between 02 January to 30 June 2014) involving the Avon Road (Cannock) and Forge Road (Rugeley) car parks is proposed. The proposed scheme would provide 'after 3:00pm weekday' car parking, for a 'nominal flat rate charge of 10 pence', to enable the scheme to be fully evaluated (in accordance with the number of tickets issued) prior to a further Cabinet report).

It is also proposed that the pilot scheme is the subject of consultation with the Cannock and Rugeley Traders Associations and authority is sought to enable to the pilot scheme to be amended in response to this.

The proposed pilot scheme would result in an estimated income loss of £8,000 during 2013-14 and 2014-15 in total. A supplementary estimate will be required for 2013-14 with the impact in 2014-15 to be addressed as part of the budget process for 2014-15.