

CANNOCK CHASE COUNCIL
CABINET
21 JULY 2011
REPORT OF CORPORATE DIRECTOR
RESPONSIBLE PORTFOLIO LEADER: ENVIRONMENT
CAR PARKING CHARGES DURING CHRISTMAS PERIOD 2011
KEY DECISION – NO

1. Purpose of Report

- 1.1 To determine if members of Cabinet wish to implement any changes during Christmas 2011 by suspending, in whole or in part, parking charges on Saturdays 17 and 24 December, 2011. Cabinet may wish to take into account what has been implemented during previous years as stated in section 3 of this report.

2. Recommendation(s)

2.1

That Cabinet Members consider the contents of this report and determine whether they wish to suspend in whole, in part, or not at all, parking charges on the two Saturdays prior to Christmas 2011 which are 17th and 24th December 2011.

3. Summary (inc. brief overview of relevant background history)

- 3.1 Cannock Chase Council have undertaken Pay and Display charging in both Rugeley and Cannock Town Centres on Council owned car parks for some years.
- 3.2 In the Christmas Period of 2007 car parking charges were suspended on the last 2 Saturdays before Christmas following a decision by Cabinet on the 13 December, 2007.
- 3.3 In the Christmas Period of 2008 customers were charged the minimum rate for the respective car parks and allowed to park for the whole of the day.
- 3.4 In the Christmas Period of 2009 car parking charges were suspended on the last 2 Saturdays before Christmas following a decision by Cabinet on the 22 October, 2009.
- 3.5 In the Christmas Period of 2010 customers were charged the minimum rate for the respective car parks and allowed to park for the whole of the day.

4. Key issues and Implications

- 4.1 Cannock Chase Council has a number of Pay and Display car parks in both Rugeley and Cannock Town Centres.
- 4.2 The suspension of car park charges as stated in 2.1 above will result in a loss of income to the Council as stated in the financial implications of this report.
- 4.3 The provision of free parking, following the suspension of charges on the dates stated in 1.1 above, may assist in increasing footfall figures into Cannock and Rugeley Town Centres.
- 4.4 Consultation has been undertaken with both the Cannock and Rugeley Traders Associations. A copy of all correspondence sent and received is attached in Annex 1 of this report. Rugeley Traders Association have suggested in their response that parking charges are reduced even further than the two Saturdays before Christmas. Unfortunately it is not possible to quantify loss of income for a more extended period as the Council as previously only suspended/reduced charges on the aforementioned two Saturdays before Christmas.

5. Conclusions and Reason(s) for the Recommendation(s)

- 5.1 To suspend car parking charges for the last 2 Saturdays before Christmas may potentially assist increasing footfall figures within the town centres, however, this would mean a significant loss of income in car parking revenue which reflects in the Council's overall budget.

6. Other Options Considered

- 6.1 The options taken in previous years and stated in section 3 above are for members to determine whether they wish to suspend in whole, in part or not at all, charges on the two Saturdays prior to Christmas 2011.

7. Report Author Details

Kevin Lawlor Head of Environmental Services.

SCHEDULE OF ADDITIONAL INFORMATION

INDEX

Contribution to Corporate Priorities	Section 1
Contribution to Promoting Community Engagement	Section 2
Financial Implications	Section 3
Legal Implications	Section 4
Human Resource Implications	Section 5
Section 17 (Crime Prevention)	Section 6
Human Rights Act Implications	Section 7
Data Protection Act Implications	Section 8
Risk Management Implications	Section 9
Equality and Diversity Implications	Section 10
List of Background Papers	Section 11
Report History	Section 12
Annexes to the Report i.e. copies of correspondence, plans etc.	

Section 1

Contribution to Corporate Priorities

Effective car park management assists the local economy.

Section 2

Contribution to Promoting Community Engagement

Parking issues is a matter that the Council have previously engaged in with the Community and consultation on this particular item has been undertaken with local traders associations.

Section 3

Financial Implications

The proposal of free parking on the last two Saturday dates before Christmas 2011 are estimated to result in a loss of income of approximately £13,000, therefore free parking for every Saturday in December would result in an estimated loss of £26,000.

By introducing the minimum charge (as outlined in 3.3 for Christmas 2008) are estimated to result in a loss of income of approximately £4,700 or £9,400 for every Saturday in December.

To introduce a minimum charge for the whole of December leading up to Christmas (1st to the 24th) would result in an estimated loss of £23,000

This free period may also raise public expectations that similar free parking periods will occur in future financial years.

In light of the Cabinet decision to not implement the blue badge charges in 2011-12 provision exists within the General Fund revenue budget to accommodate the options within this report.

Section 4

Legal Implications

There is currently one (Off Street, Parking Places) Order (made on 23 March 2009) in force within the District. The Order enables the Council to charge parking fees in relation to specified car parking areas falling within the District. The application of the Order applies to the specified car parking areas and dates in respect of which suspension of the car parking charges is sought.

However, there is no restriction upon the Council suspending the application of the Parking Order should it resolve to do so, however that would be subject to any issues identified in the Financial Implications.

The legal effect and validity of the Order would not be undermined in the event that the recommendation is approved.

Section 5

Human Resource Implications

There are no human resource implications arising from this report.

Section 6

Section 17 (Crime Prevention)

There are no section 17 implications arising from this report.

Section 7

Human Rights Act Implications

There are no human rights implications within this report.

Section 8

Data Protection Act Implications

There are no data protection implications within this report.

Section 9

Risk Management Implications

By suspended in part or full this would lead to a financial loss to the Council on car park income, however, this may also lead to increasing the footfall to the Town Centres which may benefit the local economy.

Section 10

Equality and Diversity Implications

There are no equality and diversity implications within this report.

Section 11

List of Background Papers

Cabinet meetings 13 December 2007, 20 November 2008, 22 October 2009 and 19 October 2010.

Section 12

Report History

Council Meeting	Date
Cabinet	13.12.2007
Cabinet	20.11.2008
Cabinet	22.10.2009
Cabinet	19.10.2010

21 June 2011

Mr S Schofield
Cannock Chase Council
Civic Centre
P O Box 28
Beecroft Road
Cannock
Staffordshire
WS11 1BH

Dear Mr Schofield

CAR PARKING CHARGES – Rugeley

Thank you for your letter dated 15 June and my apologies for the late response.

As an Association we are only too aware of the economic pressures facing the country and would like to propose that instead of cancelling the charges for the two Saturdays in question that a concession is given for the lead up to the Christmas period. A suggestion would be to significantly reduce the charges for all parking from 1 December to 24 December. Ideally this would include in the week but obviously we are aware this would have an effect on the finances of the Council. It would be helpful if we could have the actual historic income that is generated over the Christmas period from the various car parking sites around Rugeley.

Surely it would benefit all concerned if shoppers are encouraged to "Shop Local" and as an Association would actively promote the fact that the Council are behind the local economy and are doing 'their bit' for the town. This would be a great PR opportunity for all concerned.

We would welcome the chance to attend any meetings to put our point of view across.

Yours sincerely

ANGI COONEY

Vice Chair – Rugeley Traders Association

Please ask for: Mr. S. Schofield

Your Ref:

Extension No: 6819

My Ref: SS

E-Mail: steveschofield@cannockchasedc.gov.uk

15th June, 2011

Cannock Traders Association
c/o Cannock Shopping Centre
Market Hall Street
Cannock
Staffs
WS11 1WS

For the attention of Natal Chapman

Dear Mrs Chapman

Car Parking Charges on Saturday 17th and Saturday 24th December 2011.

The Council wishes to consult with your association on your views with regards to parking charges on Cannock Chase Council Pay and Display car parks on Saturdays 17th and 24th December 2011. In previous years the Council have either reduced or suspended parking charges to assist the footfall and local economy in Cannock.

We would therefore request your written response by letter or e-mail before Thursday 23rd June 2011 giving your views on suspending or reducing the parking charges on the 2 Saturdays previously mentioned. Your co-operation in meeting our response date would be appreciated to meet our Committee deadlines.

Yours faithfully,

K. Lawlor
Head of Environmental Services

From: Natal Chapman [nchapman@cannock-shopping.co.uk]

Sent: 24 June 2011 09:50

To: Steve Schofield

Subject: RE: Xmas Parking Letter

Hello Steve

Further to the letter received from K. Lawlor I would respond as below:-

Getting people to shop locally and support local traders is an important subject. Any encouragement that can be given to 'customers' to shop local has to be considered and 'free' parking is always an issue raised by traders particularly around the Christmas season. Whilst in the difficult climate that we are all facing any subsidies are welcomed not only by the business involved in the town centre but also by the public that shop at these businesses as we are all experiencing tight budget constraints. People are always looking to save money and if free parking is offered at alternative centres then this may well sway their choice.

Traders always rely on the Christmas trading period to help increase their footfall to help them through the more difficult months of January and February and support from the local council in assisting with this is certainly something high on their agenda.

Thank you for asking and hopefully taking into consideration our requests.

Kind regards

Natal Chapman
Cannock Traders Association