



CABINET

Report of: Councillor Nick Robins
Cabinet Member for Retail and Visitor Economy

Report to:	Cabinet
Date:	12th October 2017
Subject:	Proposed changes to Car Park Tariffs – Welham Street Grantham
	Report No: PD024

Decision Proposal:	Council decision
Relevant Cabinet Member:	Councillor Nick Robins Cabinet Member for Retail and Visitor Economy
Report author:	Paul Stokes - Service Manager, Venues and Town Centre Management Tel: 01476 40 64 10 E-mail: p.stokes@southkesteven.gov.uk Date: 29 September 2017
Reviewed by:	Richard Wyles - Corporate Finance Manager Tel: 01476 40 62 10 E-mail: r.wyles@southkesteven.gov.uk Date: 29 September 2017
Signed off by:	Daren Turner - Strategic Director Tel: 01476 40 63 01 E-mail: d.turner@southkesteven.gov.uk Date: 29 September 2017
Approved for publication:	Councillor Nick Robins Date: 29 September 2017

SUMMARY

Growth Overview and Scrutiny Committee considered report No CFM436 on 4th October 2017. This report proposes amendments to the car parking tariffs at Welham Street Grantham, in order to introduce a leisure tariff rate that will appropriately complement the adjoining leisure offer that is being developed.

Cabinet are requested to consider recommendations made by the Growth Overview and Scrutiny Committee in order that the Council can consult on the proposed new Parking Order in accordance with the relevant Regulations. The recommendations from the Growth Overview and Scrutiny Committee will be presented to the Cabinet meeting.

The responses to consultation would be reported prior to Council being requested to make the necessary amendments to the Order.

RECOMMENDATION

- 1 That Cabinet determine the proposed tariff structure on which to consult and authorises consultation in accordance with the relevant Regulations.

1. BACKGROUND TO REPORT

- 1.1 The proposed new Parking Order amends the existing 2017 Parking Order; South Kesteven District Council Civil Enforcement Off-Street Parking Places Order 2017 (“Existing Parking Order”). The amendments are identifiable in red on the tracked changed document at Appendix 1 to this report.
- 1.2 The “Leisure tariff” for Welham Street car park forms part of the proposed Heads of Terms developed with the preferred cinema operator of a new 5 screen cinema as part of the St Peter’s Hill development. The development also includes new restaurants. The “Leisure tariff” is required to assist in establishing this new leisure venue as the destination of choice for those customers within a 15 to 30 minute drive time catchment area. The tariff would be for a maximum stay of 4 hours and only applicable to Welham Street car park in Grantham. Customers using this car park for all day parking or shorter stays would pay the prevailing charge. The “Leisure tariff” would be available to anyone using the car park as well as supporting those customers that wish to experience the offer at the cinema, restaurant or Guildhall Arts Centre.
- 1.3 Cinema films vary considerably in length, however most fall within 120-200 minutes (2-3hrs) running time. The “Leisure tariff” for a maximum of 4 hrs would therefore support a visit before 6:00pm to the cinema or Guildhall Arts Centre and a restaurant meal before or after a show. Equally it could be used by anyone accessing the town centre for a variety of reasons. However the primary purpose of the targeted “Leisure Tariff” is to help establish the new destination for a leisure experience in Grantham town centre.
- 1.4 The stated St Peter’s Hill redevelopment project objectives are:

- Provide a viable, contemporary, state of the art multi screen cinema complex.
- Support and enable development of a diverse daytime and evening economy through the creation of associated new A3 restaurant space.
- Improve the attractiveness of the public realm both in, leading to and around the scheme.
- Improve pedestrian access and connectivity to the wider town centre and to fundamentally extend the 'dwell time' of visitors.
- Act and attract as a stimulus and a destination for further investment in the town centre.

It is considered that the introduction of a "Leisure tariff" will support the achievement of these objectives.

- 2.0 The Road Traffic Regulation Act 1984 gives Local Authorities power to provide parking places and regulate the use of the parking place by way of a Parking Order. Welham Street car park is currently a long and short stay car park which is regulated by the South Kesteven District Council Civil Enforcement Off-Street Parking Places Order 2017.
- 2.1 The Road Traffic Regulation Act 1984 gives Local Authorities power to provide parking places and regulate the use of the parking place by way of a Parking Order, providing that consultation is carried out with the statutory bodies (Freight Transport Association, the Road Haulage Association, the Chief Officer of Police and the local Highway Authority – Lincolnshire County Council) and the general public. The consultation must be in accordance with Local Authorities Traffic Orders (Procedure) (England and Wales) Regulations 1996.
- 2.2 The consultation consists of writing to and sending a copy of the New Parking Order to those statutory bodies and publishing, at least once, a notice of the proposals in a local newspaper circulating in the area to which the Order relates. Also, a notice is to be placed in the affected areas. The same notice and a copy of the New Parking Order must also be made available for inspection at the Council's Customer Service Area.

3. OTHER OPTIONS CONSIDERED

- 3.1 A car park charge rebate scheme to cinema customers was promoted to the Council by the Cinema operator but was rejected in further negotiations over the development of the Heads of Terms.

4. RESOURCE IMPLICATIONS

- 4.1 These are stated at paragraph 8.

5. RISK AND MITIGATION

- 5.1 Risk has been considered as part of this report and any specific high risks are included in the table below:

Category	Risk	Action / Controls
	None identified at this stage	Review following consultation responses

6. ISSUES ARISING FROM IMPACT ANALYSIS (EQUALITY, SAFEGUARDING etc.)

6.1 None arising from this report.

7. CRIME AND DISORDER IMPLICATIONS

7.1 Parking in off street parking places can be regulated by Order to prevent misuse. Crime and disorder implications increase if an Order is not made and car parking cannot be regulated.

8. COMMENTS OF FINANCIAL SERVICES

8.1 Financial modelling has been undertaken on the proposals and is based on a proposed tariff structure as follows:

Duration	Current charge Levels 1 - 2	Current Charge Levels 3 - 6	Proposed new tariff Levels 1 - 6
Up to 30 mins	50p	n/a	n/a
Up to 1 hour	80p	n/a	n/a
Up to 2 hours	£1.30	n/a	n/a
Up to 3 hours	£1.80	£1.80	£1.00
Up to 4 hours	£3.00	£2.50	£1.50
Over 4 hours	£4.00	£3.00	£3.00

8.2 There are financial implications of introducing a new tariff structure and this has been modelled on current usage only. It is acknowledged that there would be an uplift in usage of the car park once the adjoining leisure offer is available. Based on current utilisation levels the proposed tariffs would reduce income levels from £158K to circa £135K due to the overall reduction in tariff rates from 3 hours and above. There would also be additional operational costs to reflect an increase in security arrangements. Again it is acknowledged that the increased usage of the facility is expected to mitigate any reduction in income levels and also be of sufficient level to offset the increase in operational expenditure.

9. COMMENTS OF LEGAL AND DEMOCRATIC SERVICES

9.1 Any Order regulating parking must be implemented in accordance with the provisions of the Road Traffic Regulation Act 1984, which includes consultation with the regulatory statutory bodies and members of the public. The process for introducing a new order is contained in the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996.

10. COMMENTS OF OTHER RELEVANT SERVICES

10.1 None

11. APPENDICES

11.1 Appendix 1 – suggested amendments to Existing Car Parking Order

12. BACKGROUND PAPERS

12.1 None