

Subject:	London Road Car Park - Sunday Parking Tariffs		
Date of Meeting:	5th December 2013		
Report of:	Executive Director for Environment, Development & Housing		
Contact Officer:	Name:	Mark Chee	Tel: 29-2520
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Ward(s) affected:	St Peter's & North Laine		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 This report follows up on the approval of free parking at 5 Council car parks in a report to Policy & Resources Urgency Sub-Committee on 12th November 2013.
- 1.2 The issues and potential impacts are presented for reducing the parking tariffs at London Road car park on each Sunday from 29th December 2013 onwards.

2. RECOMMENDATIONS:

- 2.1 That the Committee approves the proposal to permanently lower the Sunday parking tariffs at London Road car park, so that they match the existing weekday rate, from 29th December 2013 onwards.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 On 24th October, a Notice of Motion ("Small Business Saturday") was passed at Full Council recommending free parking at Norton Road, High Street, Regency Square, Trafalgar Street and London Road car parks on 7th, 8th, 15th and 22nd December.
- 3.2 This recommendation was approved at Policy & Resources Urgency Sub-Committee on 12th November 2013.
- 3.3 It was also determined at Sub-Committee that a proposal to permanently reduce the cost of parking at London Road car park, on Sundays, from 29th December 2013, be further examined at the next Policy & Resources Committee.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The table in Appendix 3 shows the existing and proposed rates at London Road car park and includes the reduced price tariffs proposed in the 'Small Business Saturday' report as Option 2.
- 4.2 In general, parking charges can benefit businesses by encouraging turnover of spaces, which helps to increase footfall and spend. Charging can also help to

reduce congestion making it easier for people to access businesses and reduce pollution, making the city a more attractive place. That said the London Road car park has been assessed as being under-used on Sundays and there is scope for lower charges (see Appendix 2).

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 Discussions with local businesses regarding parking charges in the whole of the London Road area have been ongoing since a review of charges implemented in April 2012 (detailed in a report presented to Environment, Transport and Sustainability Cabinet on 29th November 2011).

6. CONCLUSION

- 6.1 Implementing a reduced tariff on Sundays at London Road car park, when there is spare capacity, will support local businesses whilst still encouraging a degree of turnover within the car park.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 The total cost of the recommendation is estimated at £16k per annum (£4k in 2013/14) and is detailed in Appendix 4. This shows that there is an estimated loss of income of £9k (£2k in 2013/14) from the reduction in the car park's current tariff and also an estimated loss of £7k (£2k in 2013/14) at nearby on-street pay and display (P&D) areas.
- 7.2 This has been estimated on the best information available and has taken account of known seasonal variations and likely responses to price changes. Parking activity is difficult to forecast with any accuracy due to a range of factors that can impact on usage and therefore it is possible that the impact of this proposal could be different to the estimates presented above.
- 7.3 The costing does not include any allowance for advertising or making Traffic Regulation Orders (TRO's) as these will not be significant and would be met from within existing revenue budgets.

Finance Officer Consulted: Jeff Coates

Date: 25/11/2013

Legal Implications:

- 7.4 The Council has power under section 35C of the Road Traffic Regulation Act 1984 to vary the charges payable at off-street car parks by way of a notice. Procedure regulations set out the process that must be followed. A notice must be published in a newspaper circulating in the area and displayed in the affected car parks at least 21 days before the changes take effect.

Lawyer Consulted:

Elizabeth Culbert

Date: 25/11/13

Equalities Implications:

- 7.5 None.

Sustainability Implications:

- 7.6 Permanently reduced pricing at the car park could lead to increased traffic levels in the London Road area on Sundays.

Any Other Significant Implications:

- 7.7 None.

SUPPORTING DOCUMENTATION

Appendices:

1. Other implications.
2. London Road car park transaction heat map.
3. Proposed changes to the London Road car park tariff.
4. Financial impacts (annual and remainder of 13/14).

Documents in Members' Rooms

None.

Background Documents

None.

Other Implications

Crime & Disorder Implications:

- 1.1 None.

Risk and Opportunity Management Implications:

- 1.2 None.

Public Health Implications:

- 1.3 **The majority of locally derived pollution comes from either diesel engines or older petrol vehicles. Parking controls are a positive contribution to reducing air pollution.** It is estimated that poor air quality reduces life expectancy in the UK by 6 months. Brighton has an Air Quality Management Area in force because over 21 km of the city's busiest road consistently exceed English and EU legal limits for Nitrogen Dioxide. The city has promoted the use of sustainable transport as an alternative to private car use with the aim of improving air quality. Any increase in the volume of traffic entering the city centre and queuing for car park space could have a negative

Corporate / Citywide Implications:

- 1.4 None.

Transaction Heat Map (Paid Transactions: April – October 2013)

Transaction Heat Map (Avg transactions by day and hour of arrival)

Paid Transactions		Arrival									
Day	Month	08	09	10	11	12	13	14	15	16	
Monday	Apr 13	24	46	46	45	41	40	35	23	15	
	May 13	22	34	46	41	46	39	30	21	13	
	Jun 13	24	54	46	49	40	38	26	28	18	
	Jul 13	31	55	52	44	46	40	34	22	16	
	Aug 13	24	36	51	52	46	44	36	24	16	
	Sep 13	32	55	46	38	47	37	34	29	18	
	Oct 13	29	41	44	37	40	41	28	23	15	
Tuesday	Apr 13	31	60	47	50	48	49	30	32	15	
	May 13	33	64	51	48	45	36	30	27	15	
	Jun 13	32	67	43	47	41	40	29	23	15	
	Jul 13	26	54	46	39	42	39	31	27	15	
	Aug 13	25	37	40	44	47	41	35	21	16	
	Sep 13	31	61	49	44	42	36	28	27	14	
	Oct 13	35	53	50	39	36	38	24	24	13	
Wednesday	Apr 13	28	60	48	50	45	41	33	22	16	
	May 13	34	63	48	47	50	45	29	21	17	
	Jun 13	25	61	48	45	39	38	29	21	14	
	Jul 13	32	54	54	49	51	56	36	27	17	
	Aug 13	30	49	55	52	48	50	36	22	15	
	Sep 13	38	59	47	45	40	37	28	23	15	
	Oct 13	33	65	49	52	38	39	29	20	15	
Thursday	Apr 13	32	52	46	50	43	48	32	25	21	
	May 13	33	60	56	48	44	42	32	24	15	
	Jun 13	30	58	46	48	40	43	32	30	14	
	Jul 13	23	51	37	41	37	31	26	19	14	
	Aug 13	31	54	64	65	63	61	43	36	18	
	Sep 13	34	50	58	37	41	32	27	26	15	
	Oct 13	31	53	48	44	37	40	31	25	14	
Friday	Apr 13	32	64	47	52	48	50	43	24	21	
	May 13	32	63	58	50	58	53	37	31	22	
	Jun 13	30	68	44	48	46	37	46	31	22	
	Jul 13	28	64	57	51	47	45	39	29	21	
	Aug 13	25	52	54	56	53	50	50	35	19	
	Sep 13	38	67	53	45	46	40	32	32	19	
	Oct 13	30	60	52	45	44	38	35	26	16	
Saturday	Apr 13	12	50	73	90	78	75	58	32	16	
	May 13	14	63	89	76	70	71	56	35	22	
	Jun 13	15	52	71	77	71	70	60	35	16	
	Jul 13	14	59	76	67	62	55	38	24	15	
	Aug 13	14	50	66	67	59	49	41	27	13	
	Sep 13	21	52	67	72	86	94	55	42	15	
	Oct 13	16	47	69	80	73	82	71	38	18	
Sunday	Apr 13	4	8	30	40	46	43	26	9	2	
	May 13	2	10	36	37	43	39	25	15	7	
	Jun 13	3	8	32	35	35	32	23	12	5	
	Jul 13	2	10	32	35	34	20	19	8	3	
	Aug 13	1	6	32	37	44	32	22	14	6	
	Sep 13	2	6	37	32	41	33	19	11	5	
	Oct 13	2	9	22	30	29	33	19	9	5	

Proposed Tariff Changes – London Road car park

Period	Current Weekday Tariff	Current Weekend Tariff	Reduced Price Parking Option (presented under Option 2 in the 'Small Business Saturday' report to P&R Urgency Sub-Committee on 12 th Nov 2013)	Proposed Sunday Tariff
1 hour	1.00	2.00	1.00	1.00
2 hours	3.00	4.00	2.00	3.00
4 hours	5.00	6.00	4.00	5.00
9 hours	8.00	8.00	8.00	8.00
24 hours	15.00	17.50	10.00	15.00
Evening (18.00 – 24.00)	4.50	4.50	4.50	4.50

