

Croydon Council

REPORT TO:	TRAFFIC MANAGEMENT ADVISORY COMMITTEE 20 October 2014
AGENDA ITEM:	18
SUBJECT:	Croydon Business Improvement District (BID) Proposal – £1 parking (3 to 7pm) from 13 November to 31 December in Town Centre Surface Car Parks
LEAD OFFICER:	Jo Negrini, Executive Director of Development and Environment
CABINET MEMBER:	Councillor Kathy Bee, Cabinet Member for Transport and Environment
WARDS:	Broad Green, Fairfield & Waddon
CORPORATE PRIORITY/POLICY CONTEXT:	
<p>This report is in line with agreed objectives for parking charges as detailed in:</p> <ul style="list-style-type: none"> • The Parking & Enforcement Plan (Parking Strategy & Procedural Guidance – Mayors Transport Strategy and Pricing Policy). • The Croydon Plan; Transport Chapter. • The Local Implementation Plan; 3.6 Croydon Transport policies • Croydon’s Community Strategy; Priority Areas 1 and 3 	
FINANCIAL SUMMARY:	
<p>The implementation and revenue costs of this project can be funded through the Priorities Fund.</p>	
FORWARD PLAN KEY DECISION REFERENCE NO.: n/a	

1. RECOMMENDATIONS

That the Traffic Management Advisory Committee recommend to the Cabinet Member for Transport and Environment that they:

- 1.1 Agree to a £1 flat charge for parking in the West Croydon, Jubilee Bridge and Spices Yard Car Parks from 3pm to 7pm from Thursday 13 November to 31 December 2014.
- 1.2 Agree to a £1 flat charge for parking in Wandle Road Surface Car Park 4 to 7pm from Thursday 13 November to 31 December 2014.
- 1.3 To delegate authority to the Enforcement and Infrastructure Manager, Highways and Parking Services to give the necessary public notice of amendments to the Traffic Management Order made under the Road Traffic Regulation Act 1984 (as amended) in order to vary the parking charges for the car parks, times and dates above.

2. EXECUTIVE SUMMARY

- 2.1 This report proposes to introduce a £1 flat rate for parking in the West Croydon, Jubilee Bridge, Spices Yard and Wandle Road Surface Car Parks between 3pm and 7pm from 13 November to 31 December 2014. In addition, it is proposed that the same rate be introduced to Wandle Road Surface Car Park from 4pm to 7pm for the same period as part of a Business Improvement District (BID) initiative.

3. DETAIL

- 3.1 As part of the Christmas lights switch on there is normally free parking from 3pm to 6pm for parking in the on-street bays in the Town Centre to encourage visitors and boost trade.
- 3.2 This year as part of a Croydon BID initiative there is a proposal for a flat fee of £1 for parking in Town Centre Car Parks between 3 and 7pm commencing from the Christmas lights switch-on on 13 November through to the end of December. The purpose of this is to encourage shoppers into the Town Centre on the lead up to Christmas where businesses rely on increased trade.
- 3.3 The car parks where the £1 fee is proposed are West Croydon, Jubilee Bridge, Spices Yard and Wandle Road Surface Car Parks. The Wandle Road surface car park is used as a staff car park during the week up to 4pm and members of the public can use the car park from this time and at weekend. Therefore for this reason the car park flat fee will commence from 4pm rather than 3pm.
- 3.4 Tables below indicate the current charges for these car parks.
- 3.5 Table 1 – West Croydon Car Park – 57 Spaces

Duration	Existing	Proposed
1 hour	£1.70	£1.70
2 hours	£2.90	£2.90
3 hours	£4.20	£4.20
4 hours	£5.20	£5.20
5 hours	£6.60	£6.60
6 hours	£10	£10
24 hours	£16.20	£16.20
Evening 6pm to 6am Sun to Wed	£2.70	£2.70
Evening 6pm to 6am Thu to Sat	£3.80	£3.80
Temporary arrangement from 13/11 to 31/12/14		
3 to 7pm	-	£1

3.6 Table 2 – Jubilee Bridge Car Park – 101 spaces

Duration	Existing	Proposed
30 Minutes	£0.70	£0.70
1 hour	£1.20	£1.20
2 hours	£2.20	£2.20
3 hours	£3.70	£3.70
4 hours	£4.40	£4.40
5 hours	£5.00	£5.00
6 hours	£5.50	£5.50
24 hours	£8.50	£8.50
Evening 6pm to 6am Sun to Wed	£2.70	£2.70
Evening 6pm to 6am Thu to Sat	£4.00	£4.00
Temporary arrangement from 13/11 to 31/12/14		
3 to 7pm	-	£1

3.7 Table 3 – Spices Yard Car Park – 130 spaces

Duration	Existing	Proposed
1 hour	£1.00	£1.00
2 hours	£1.50	£1.50
3 hours	£2.00	£2.00
4 hours	£2.50	£2.50
5 hours	£3.00	£3.00
6 hours	£5.40	£5.40
24 hours	£7.40	£7.40
Evening 6pm to 6am Sun to Wed	£2.70	£2.70
Evening 6pm to 6am Thu to Sat	£3.80	£3.80
Temporary arrangement from 13/11 to 31/12/14		
3 to 7pm	-	£1

3.8 Table 4 – Wandle Road Surface Car Park – 255 spaces

Duration	Existing	Proposed
Sat 7am to Mon 7am		
1 hours	£1.40	£1.40
2 hours	£2.50	£2.50

4 hours	£3.40	£3.40
6 hours	£4.60	£4.60
7am to 7am next day	£6.20	£6.20
Evening 4pm to 7am Sun to Wed	£2.80	£2.80
Evening 4pm to 7am Thu to Sat	£4.00	£4.00
Temporary arrangement from 13/11 to 31/12/14		
4 to 7pm	-	£1

4 CONSULTATION

- 4.1 In accordance with section 46A of the Road Traffic Regulation Act 1984 the recommendations in this report relating to parking charges will be published in a local paper (Croydon Guardian) and London Gazette a minimum of 3 weeks before the changes. Making changes by this form of notice means that objections to the changes need not be entertained.
- 4.2 Official bodies such as the Fire Brigade, the Cycling Council for Great Britain, The Pedestrian Association, Age UK, The Owner Drivers' Society, The Confederation of Passenger Transport and bus operators are consulted under the terms of the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. In addition there may be further consultation to other bodies (up to 27) depending on the relevance of the proposals.

5 FINANCIAL CONSIDERATIONS

5.1 Revenue and Capital consequences of report recommendations

	Current Financial Year 2014/15 £'000	M.T.F.S – 3 year Forecast		
		2015/16 £'000	2016/17 £'000	2017/18 £'000
<u>Revenue</u>				
<u>Budget available</u>				
Expenditure	0	0	0	0
Income	0	0	0	0
<u>Effect of Decision from Report</u>				
Expenditure	10	0	0	0
Income	0	0	0	0
<u>Remaining Budget</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
<u>Capital Budget available</u>				
Expenditure	0	0	0	0

Effect of Decision from report

Expenditure	0	0	0	0
Remaining Budget	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>

5.2 The effect of the decision

5.2.1 The loss of income and the cost of advertising the variation to the Traffic Management Order for the parking charges along with the cost of altering the charges including new software, tariff labels and tariff boards where appropriate has been estimated at £10,302.80 (see breakdown). This cost will be funded through the Priorities Fund.

Summary	
Anticipated Income Loss	£ 1,186.80
Machine Software Changes inc labels	£ 3,586.00
TMO Charges Re Advertising	£ 200.00
Tarrif Boards	£ 5,330.00
	£ 10,302.80

5.3 Risks

5.3.1 Income from parking events at these car parks will be reduced between 3pm (4pm in the case of the Wandle Road Car Park) and 7pm from 13 November to 31 December 2014.

5.4 Options

5.4.1 An alternative option would be to include Ann's Place Car Park for £1 evening parking but it was agreed that demand for parking would be likely to be too high bearing in mind its current usage.

5.4.2 For consistency on-street bays have not been included as there are a significant number of shared-use Permit / Pay & Display bays and residents may feel that they are unfairly competing for spaces in these bays.

5.5 Savings/ future efficiencies

5.5.1 Most tariff revisions can be undertaken in house therefore avoiding contractor costs.

5.6 Approved by: Graham Oliver Finance Business Partner D&E.

6. COMMENTS OF THE COUNCIL SOLICITOR, AND MONITORING OFFICER

6.1 The Solicitor to the Council comments that the notice of variation of off-street and on-street parking charges are given under Section 35C and Section 46A of the Road Traffic Regulation Act 1984 (as amended).

6.2 The Local Authority has power to determine the amount charged for parking and parking permits. Charges can be made for securing the 'expeditious, convenient

and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway' having regard to:-

- the desirability of securing and maintaining reasonable access to premises;
- the effect on the amenities of any locality affected and the importance of regulating and restricting the use of roads by heavy commercial vehicles, so as to preserve or improve the amenities of the areas through which the roads run;
- the national air quality strategy;
- the importance of facilitating the passage of public service vehicles and of securing the safety and convenience of persons using or desiring to use such vehicles; and
- any other matters appearing to the local authority to be relevant.

6.3 Case law has recently confirmed that Council's should not seek to make a profit or create a surplus when setting the charges. A surplus is an excess beyond the amount required for purposes of parking regulation detailed in 6.2.

6.4 Approved by: Gabriel MacGregor, Head of Corporate Law on behalf of the Council Solicitor & Monitoring Officer

7. HUMAN RESOURCES IMPACT

7.1 Altering parking charges should not affect staffing levels within Parking Services. It is anticipated that the changes to the tariffs including updated software for Pay and Display machines and new labels can be undertaken using existing resources.

7.2 Approved by: Adrian Prescod, HR Business Partner, for and on behalf of Interim Director of Workforce, Chief executive's department.

8. EQUALITIES IMPACT

8.1 An initial Equalities Impact Assessment (EqIA) has been carried out and it is considered that a Full EqIA is not required. Disabled blue badge holders will continue to be able to park free of charge and for unlimited time on the on-street Pay & Display bays in Lower Addiscombe Road, Central Parade service road and car park.

9. ENVIRONMENTAL IMPACT

9.1 There are no environmental impacts arising from this report.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 There are no crime and disorder reduction impacts arising from this report.

11. REASONS FOR RECOMMENDATIONS

11.1 The recommendations are for flat afternoon fees in the Town Centre car parks to encourage customers to visit the Town Centre during the important trading days leading to Christmas.

12. OPTIONS CONSIDERED AND REJECTED

- 12.1 An alternative option would be to include the £1 fee for on-street parking but it was decided that this could be detrimental for residents who rely on the shared-use Permit / Pay & Display bays.
- 12.2 Ann's Place Car Park could also have been included but the demand for parking in this car park is high and therefore a flat fee could be detrimental to customers who regularly use the car park.

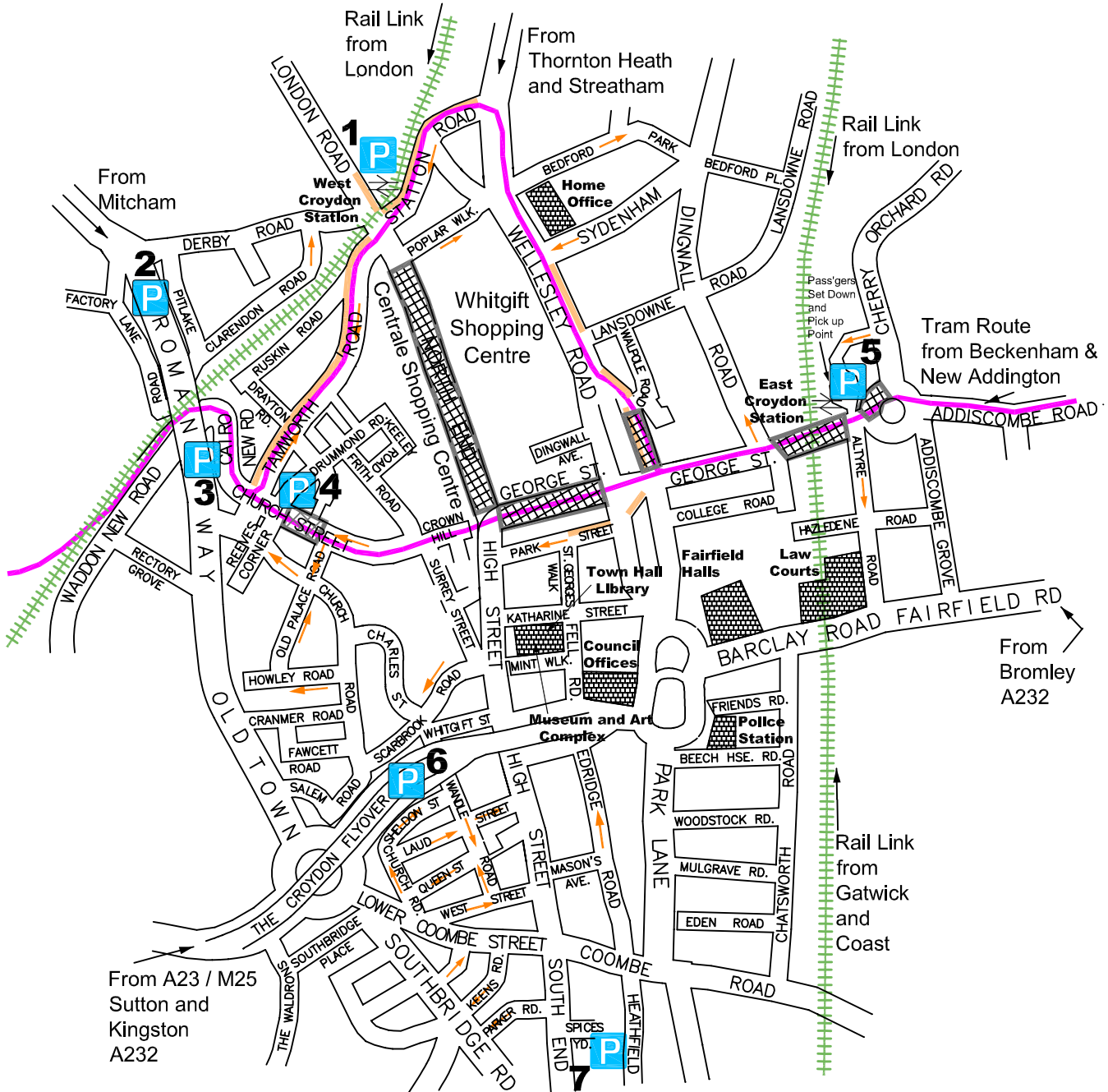
**REPORT AUTHORS /
CONTACT OFFICER:**

David Wakeling, Parking Design Manager,
Infrastructure, Parking Design

BACKGROUND DOCUMENTS:

None.

Town Centre Car Parks




- 1 West Croydon Station
- 2 Factory Lane
- 3 Jubilee Bridge
- 4 Ann's Place

- 5 East Croydon Station (30mins max. stay)
- 6 Wandle Road (surface) - available to the public only from 4pm Mon-Fri and any time at weekends
- 7 Spices Yard

 Bus Lane

 Car Park

 Railway

 Road closed to car traffic

 Tram Route