

**TO: BRACKNELL TOWN CENTRE REGENERATION COMMITTEE**  
**9 September 2019**

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**TOWN CENTRE OFF STREET DAY RATE CAR PARK CHARGES**  
**(Executive Director: Delivery)**

**1 PURPOSE OF REPORT**

- 1.1 The council reviews its fees and charges for car parks on an annual basis. The season ticket prices were reviewed as part of the council's annual budget process and increases were made in line with inflation from 1<sup>st</sup> April 2019. This paper looks at the options in respect of the off street council-run car parks in the town centre which are reviewed in September of each year.

**2 RECOMMENDATION(S)**

- 2.1 That the rates for The Avenue, High Street, Braccan Walk and Weather Way car parks are implemented from 1<sup>st</sup> October 2019, as per the table below.

*Table 1 – Proposed changes to car park charges*

	<b>Current Rate</b>	<b>Proposed Rate</b>	<b>Proposed Increase</b>
0 – 1	£1.40	£1.50	£0.10
1 – 2	£2.50	£2.70	£0.20
2 – 3	£3.20	£3.40	£0.20
3 – 4	£3.80	£4.00	£0.20
4 – 5	£5.00	£5.20	£0.20
5 – 6	£5.70	£5.90	£0.20
6 – 7	£6.30	£6.50	£0.20
7 – 8	£7.10	£7.30	£0.20
8+	£8.30	£8.50	£0.20
Night Charge	£1.50	£1.60	£0.10

**3 REASONS FOR RECOMMENDATION(S)**

- 3.1 The fees for The Avenue, High Street, Braccan Walk and Weather Way car parks are reviewed annually in line with the anniversary of the opening of The Lexicon. They have not been changed since The Avenue was opened in September 2017. If the recommendation in this report is agreed and assuming that there is no year-on-year changes to the volume and dwell time of visitors, the proposed increases will generate an additional minimum of £125,000 per annum. At these rates, Bracknell Forest's car parks would remain more competitive than most other local retail centres (see Annex 1).

## 4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 The council could maintain the current charges for The Avenue, High Street, Braccan Walk and Weather Way car parks. This option is not recommended in the current budget circumstances and increasing current rates would generate a minimum of an additional £125,000 per annum. Additionally, as recently highlighted in the enforcement and parking management strategy, the service is under recovering on income against target by around £450,000. The increases proposed would help bridge some of this gap.
- 4.2 The council could increase the charges further, as per the formula incorporated in the lease for The Avenue (see 5.3). The table below details the rates that this would produce but adopting them is not recommended as it would be more likely to have a negative impact on the number of people spending long periods of time in the town centre.

*Table 2 - Maximum permitted inflationary rise to car park rates*

	<b>Current Rate</b>	<b>Maximum Permitted Rate</b>	<b>Maximum Permitted Increase</b>
0 – 1	£1.40	£1.50	£0.10
1 – 2	£2.50	£2.70	£0.20
2 – 3	£3.20	£3.40	£0.20
3 – 4	£3.80	£4.00	£0.20
4 – 5	£5.00	£5.30	£0.30
5 – 6	£5.70	£6.10	£0.40
6 – 7	£6.30	£6.70	£0.40
7 – 8	£7.10	£7.60	£0.50
8+	£8.30	£8.80	£0.50
Night Charge	£1.50	£1.60	£0.10

## 5 SUPPORTING INFORMATION

- 5.1 The council entered a 40 year lease agreement to manage The Avenue multi-storey car park in 2017. The council also manages the High Street and Braccan Walk multi-storey car parks, and Weather Way, Albert Road and Wick Hill public car parks.
- 5.2 When car park fees are set, the council needs to consider the fee structure from a commercial perspective. The inter-relationship with the vitality of the town centre and the local businesses requires appropriate attention through detailed discussion and debate, hence why the responsibility is devolved to this Committee.

## Unrestricted

- 5.3 The lease for The Avenue car park effectively sets the method of calculating the permissible fee increases for day rate parking in the main council run car parks in the centre. Table 2, above, details the maximum permitted increase at this time.
- 5.4 In order of popularity, The Avenue, High Street, Braccan Walk and Weather Way car parks provide for the town centre shoppers' needs. These operate in competition with Princess Square and Bracknell Station (including The One) multi-storey car parks.
- 5.5 All car parks face competition from the three hours free parking in the Peel Centre and one and a half hours free parking at Waitrose. There are obligations on the relevant parties to ensure that through their own enforcement procedures, they are regulating this in order to try to deter abuse.
- 5.6 The Avenue mainly provides for shoppers' use. The High Street and Braccan Walk car parks provide for the needs of both daily and season ticket users. The Weather Way car park provides the only unrestricted height accessible public car park for town centre users.

## 6 **ADVICE RECEIVED FROM STATUTORY AND OTHER OFFICERS**

### Borough Solicitor

- 6.1 No comments received.

### Borough Treasurer

- 6.2 No comments received.

### Equalities Impact Assessment

- 6.3 Not applicable.

### Strategic Risk Management Issues

- 6.4 The council owns the High Street and Braccan Walk car parks and has taken on the rent liability for The Avenue Car Park that it now manages. All car park income is subject to variations in demand. The proposals set out the maximum level of fees that will be charged and will be applied to all off street BFC car parks.

## 7 **CONSULTATION**

### Principal Groups Consulted

- 7.1 The Town Centre Regeneration Committee will be consulted with at its meeting on 9<sup>th</sup> September 2019.

### Method of Consultation

- 7.2 Members of the Town Centre Regeneration Committee meeting will receive this report and be consulted with at their meeting on 9<sup>th</sup> September 2019.

### Representations Received

- 7.3 None.

Background Papers

None

Contact for further information

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