

**Bracknell Forest Council
Record of Decision**

Work Programme Reference	I085260
---------------------------------	----------------

1. **TITLE:** Town Centre Day Rate Car Park Charges

2. **SERVICE AREA:** Delivery

3. **PURPOSE OF DECISION**

The report recommends revised charges for car park day rate charges in September 2019.

4. **IS KEY DECISION** Yes

5. **DECISION MADE BY:** Bracknell Town Centre Regeneration Committee

6. **DECISION:**

RESOLVED that the rates for The Avenue, High Street, Braccan Walk and Weather Way car parks are implemented from 1st October 2019, as per the table below.

	Current Rate	Proposed Rate	Proposed Increase
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

7. **REASON FOR DECISION**

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

8. ALTERNATIVE OPTIONS CONSIDERED

- i) 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.
- ii) 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.

	Current Rate	Maximum Permitted Rate	Maximum Permitted Increase
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

9. **PRINCIPAL GROUPS CONSULTED:** Bracknell Town Centre management and car park users
10. **DOCUMENT CONSIDERED:** Report of the Executive Director: Delivery
11. **DECLARED CONFLICTS OF INTEREST:** None

Date Decision Made	Final Day of Call-in Period
9 September 2019	18 September 2019