

**Bracknell Forest Council
Record of Decision**

Work Programme Reference	I121393
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1. **TITLE:** Town Centre Off Street Day Rate Car Park Charges

2. **SERVICE AREA:** Communities

3. **PURPOSE OF DECISION**

The council reviews its fees and charges for its town centre car parks on an annual basis. This paper looks at options in respect of the off-street council run car parks in the town centre which are reviewed annually in September in line with the anniversary of the opening of the Lexicon in 2017.

4. **IS KEY DECISION** Yes

5. **DECISION MADE BY:** Executive

6. **DECISION:**

- i. the Executive noted the options on charging tariffs for The Avenue, Braccan Walk and Weather Way car parks from 1st October 2024.
- ii. the Executive approved their preferred option as detailed in Table 2 Option 1 set out in the report.
- iii. the Executive agrees the tariff increase at Bracknell & Wokingham College from £2.50 to £3.00 per stay.
- iv. The Executive agree that in future the town centre off street day rate car parking charges can be increased in line with the maximum allowed in the lease of the Avenue and that this is agreed as part of the annual fees and charges process starting in April 2025.

7. **REASON FOR DECISION**

1. The fees for The Avenue, Braccan Walk and Weather Way car parks are reviewed annually in line with the anniversary of the opening of The Lexicon. 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 based on 23/24 usage, the proposed increases will generate an additional maximum of £111,088 per annum.
2. In order to streamline and simplify the fee setting process these car parking fees should be included within the fees and charges as part of the annual budget setting process agreed by Council in February every year.

8. **ALTERNATIVE OPTIONS CONSIDERED**

1. The Council could maintain the current charges for The Avenue, Braccan Walk and Weather Way car parks. However, this option is not recommended in the current

budget circumstances as increasing current rates could generate additional income of up to £111,088 per annum based on 23/24 usage. 23/24 usage rates were broadly consistent with 22/23 usage, however the first quarter of 24/25 has shown a decrease of 16% on the first quarter of 23/24 so the trend needs to be carefully monitored.

2. If tariffs are not increased this year and increased in 12 months time in October 2025 then the increase will need to be greater at that point in order to rebalance income which may be considered negatively by the customer.
 3. There is adequate capacity across the town centre. Even with the closure of the High Street car park there is not a detrimental impact on Braccan Walk car park which is only used to half its capacity. The Avenue car park is the busiest car park in town and at peak periods such as Christmas it can sometimes reach capacity with some level of queuing, however this is on occasion in the pre-Christmas run up rather than being the norm. In order to better manage supply and demand at peak periods across the whole estate the daily tariffs at Braccan Walk could be set at a slightly lower level so as to reduce demand at the Avenue at peak periods. Clearly this would have a negative effect financially.
9. **DOCUMENT CONSIDERED:** Report of the Executive Director: Communities
10. **DECLARED CONFLICTS OF INTEREST:** None

Date Decision Made	Final Day of Call-in Period
17 September 2024	25 September 2024