

Notice of Meeting

Bracknell Town Centre Regeneration Committee – Advisory Meeting

Councillor Brunel-Walker (Chairman),
Councillor Dr Barnard (Vice-Chairman),
Councillors Harrison, Bettison OBE, Turrell and Heydon
Councillor Allen (Non-Voting Co-Optee)
Atkinson (Non-Voting Co-Optee)
Temperton (Non-Voting Co-Optee)



Monday 13 September 2021, 5.30 pm
Microsoft Teams Meeting

Agenda

Recommendations arising from this meeting will be considered in accordance with the delegations approved by Council on 28 April 2021.

Item	Description	Page
1.	Apologies for Absence/Substitute Members	
	To receive apologies for absence and to note the attendance of any substitute members. Reporting: Derek Morgan	
2.	Declarations of Interest	
	Members are asked to declare any disclosable pecuniary or affected interests in respect of any matter to be considered at this meeting. Any Member with a Disclosable Pecuniary Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Disclosable Pecuniary Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days. Any Member with an affected Interest in a matter must disclose the interest to the meeting. There is no requirement to withdraw from the meeting when the interest is only an affected interest, but the Monitoring Officer should be notified of the interest, if not previously notified of it, within 28 days of the meeting. Reporting: Derek Morgan	
3.	Minutes	3 - 4
	To approve as a correct record the minutes of the meeting of the Committee held on 12 July 2021. Reporting: Derek Morgan	
4.	Urgent Items of Business	

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	Any other items which, pursuant to Section 100B(4)(b) of the Local Government Act, the Chairman decides are urgent. Reporting: Derek Morgan	
5.	Town Centre Off Street Day Rate Car Park Charges – October 2021	5 - 12
	To undertake the annual review of charges in the Council's car parks in Bracknell town centre. Reporting: Louise Watkins	
6.	Exclusion of Public and Press	
	To consider the following motion: That pursuant to Regulation 4 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2012, members of the public and press be excluded from the meeting for the consideration of items 7 and 8 which involve the likely disclosure of exempt information under the following category of Schedule 12A of the Local Government Act 1972: (3) Information relating to the financial or business affairs of any particular person (including the authority). <i>(NB: No representations have been received in relation to the notice published pursuant to Regulation 5 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2012.)</i> Reporting: Derek Morgan	
7.	Bracknell Town Centre Regeneration Committee Update Report	13 - 26
	To update the Committee on the regeneration of Bracknell Town Centre Reporting: Chris Mansfield	
8.	Joint Venture Programme	27 - 30
	To consider matters pertaining to the operation of Bracknell Forest Cambium Partnership. Reporting: Sarah Holman	

Sound recording, photographing, filming and use of social media is permitted. Please contact Hannah Harding, 01344 352308, hannah.harding@bracknell-forest.gov.uk, so that any special arrangements can be made.

Published: 2 September 2021

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**BRACKNELL TOWN CENTRE
REGENERATION COMMITTEE – ADVISORY
MEETING
12 JULY 2021
5.30 - 6.43 PM**



Present:

Councillors Brunel-Walker (Chairman), Dr Barnard (Vice-Chairman), Harrison, Bettison OBE, Turrell and Heydon

Also Present:

Councillors Allen, Atkinson & Temperton

7. Declarations of Interest

There were no declarations of disclosable pecuniary or affected interests in relation to items on the agenda.

8. Minutes

RESOLVED that the minutes of the meeting of the Committee held on 24 May 2021 be approved and signed by the Chairman as a correct record.

9. Urgent Items of Business

There were no urgent items of business.

10. Exclusion of Public and Press

RESOLVED that pursuant to Regulation 4 of the Local Authorities (Executive Arrangements) (Access to Information) Regulations 2012, members of the public and press be excluded from the meeting for the consideration of item 6 & 7 which involves the likely disclosure of exempt information under the following category of Schedule 12A of the Local Government Act 1972:

- (3) Information relating to the financial or business affairs of any particular person (including the authority).

11. Bracknell Town Centre Regeneration Committee Update Report

- 12. The contents of the Bracknell Town Centre Regeneration Committee Update Report was noted.

12. Joint Venture Programme

The progress of the Joint Venture Programme was noted.

CHAIRMAN

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To: **BRACKNELL TOWN CENTRE REGENERATION COMMITTEE**
13 SEPTEMBER 2021

TOWN CENTRE OFF STREET DAY RATE CAR PARK CHARGES – OCTOBER 2021 **Executive Director: Delivery**

1 Purpose of Report

- 1.1 The Council reviews its fees and charges for its town centre car parks on an annual basis. Season ticket prices were reviewed as part of the Council's annual budget and increases were made in line with inflation from 1 April 2021. 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.

2 Recommendation

- 2.1 **The Committee notes the proposed charging tariffs for The Avenue, High Street, Braccan Walk and Weather Way car parks from 1 October 2021 as detailed in Table 2 Option 1 set out in the report below to be approved by the Executive Director: Delivery.**

3 Reasons for Recommendation

- 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. If the recommendation in this report are 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 maximum of £90,000 per annum. At these rates, Bracknell Forest's car parks would still remain more competitive than most other local retail centres

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. However this option is not recommended in the current budget circumstances as increasing current rates could generate additional income of up to £90,000 per annum if car park usage is 75% of 19/20 (pre-Covid). Covid-19 has had a significant detrimental impact on usage and income since March 2020 and whilst the Council has been in receipt of Government grants for loss of income these relate to 72% only and finished at the end of June 2021. Usage levels are not yet back to pre covid levels and as yet there is no real indication as to if/when this will occur.
- 4.2 If tariffs are not increased this year and increased in 12 months time in October 2022 then the increase will effectively be greater at that point which may be considered negatively by the customer.

5 Supporting Information

- 5.1 The Council entered into a 40-year lease to manage The Avenue multi-storey car park and Weather Way surface car park in 2017. The Council owns and manages the High Street and Braccan Walk multi storey car parks.
- 5.2 When car park fees are set, the Council needs to consider the fee structure from a commercial perspective alongside the inter-relationship with the vitality of the town centre.
- 5.3 The lease for The Avenue car park sets the method of calculating the maximum permissible fee increases for day rate parking. High Street and Braccan Walk car parks align with this methodology in order to maintain the balance for Council run car parks in the town centre.
- 5.4 In order of popularity, The Avenue, Braccan Walk, High Street and Weather Way car Parks operate alongside Princess Square and Bracknell Station (including The One) multi-storey car parks.
- 5.5 All town centre 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. Princess Square offers a more competitive charging regime although currently doesn't offer any free periods.
- 5.6 The Avenue and Braccan Walk mainly provide for the needs of shoppers. High Street traditionally has been used for season tickets and BFC staff parking, both of which have been dramatically impacted by covid-19. Weather Way car park provides the only unrestricted height accessible public car park for town centre users.
- 5.7 As stipulated in the lease for The Avenue car park, there is a cap on the fee increases. The Council has previously chosen to implement the same fee increase across all car parks it manages in the town centre.
- 5.8 As detailed in table 2, below, the options for increasing daily charges are as follows:
 - Rates are increased in all four car parks by the amount that is permissible in The Avenue car park, according to the lease.
 - Rates are increased by a maximum of £0.10 in all four car parks for all charging bands that it is permitted for in The Avenue car park, according to the lease.
- 5.9 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. If one of the above charging options is agreed on, the proposed increases could generate the following amount of additional income:

Table 1 – Potential Additional Income to be Realised from Charging Options

Option	Approximate Maximum Additional Annual Income Under Pre-Covid Usage Levels	Approximate Maximum Additional Annual Income Under 75% of Pre-Covid Usage Levels	Assumptions
1	£120,000	£90,000	<ul style="list-style-type: none"> Price increases won't deter people from using the car parks The proportion of users staying in the car parks for the time frames with no price increase will remain the same as 19/20
2	£90,000	£70,000	

Please note that these figures are the maximum estimated amount of additional income that will result from price increases – there is no available data to allow us to understand what proportion of cars enter the car parks during night time hours so the calculations are based on the incorrect assumption that all users enter during the day and pay day time fees.

5.10 The potential additional income is restricted and estimated at 75% of pre-Covid levels due to the impact of the pandemic and the numbers of people currently using the town centre car parks.

5.11 The night charge tariff remains at £1.70. Anyone entering the car park from 6am will remain on the day tariff until up to 7pm to allow for the night rate switchover from 6pm and so that two separate levels of charges (day time and night time) are not incurred within the same charging period. Anyone entering the car park after 6pm will immediately incur the night rate only.

Table 2 – Options for changes to car park daily charges

Option 1: maximum permissible increases to all rates as allowed in the Avenue lease

Option 2: increases limited to £0.10 where an increase is permissible in the Avenue lease

Hours	Current Rate	Option 1 Proposed Rate	Option 1 Proposed Increase	Option 2 Proposed Rate	Option 2 Proposed Increase
0 – 1	£1.60	£1.60	£0.00	£1.60	£0.00
1 – 2	£2.70	£2.80	£0.10	£2.80	£0.10
2 – 3	£3.50	£3.60	£0.10	£3.60	£0.10
3 – 4	£4.10	£4.30	£0.20	£4.20	£0.10
4 – 5	£5.40	£5.60	£0.20	£5.50	£0.10
5 – 6	£6.20	£6.40	£0.20	£6.30	£0.10
6 – 7	£6.80	£7.10	£0.30	£6.90	£0.10
7 – 8	£7.70	£8.00	£0.30	£7.80	£0.10
8+	£9.00	£9.30	£0.30	£9.10	£0.10
Night Charge	£1.70	£1.70	£0.00	£1.70	£0.00

6 Consultation and Other Considerations

Legal Advice

- 6.1 There are no specific legal implications arising from the recommendations in this report.

Financial Advice

- 6.2 This increase is the maximum permitted under the car parking lease and represents a 4.2% increase on the current budgeted income for these car parks in 2021-22.

Other Consultation Responses

- 6.3 N/A

Equalities Impact Assessment

- 6.4 Attached as a separate document

Strategic Risk Management Issues

- 6.5 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 can be charged and will be applied to all off street BFC car parks.

Climate Change Implications

- 6.6 The proposed increase in town centre charges will have minimal impact on climate change. Should there be any impact it will be to slightly reduce the number of cars driving to the four car parks referenced in this report.

Background Papers

N/A

Contact for further information

Damian James, Assistant Director: Contract Services, Delivery - 01344 351325
damian.james@bracknell-forest.gov.uk

Initial Equalities Screening Record Form

Date of Screening:	Directorate: Delivery	Section: Contract Services	
1. Activity to be assessed	Please give full details of the activity – Car parking charges for four town centre car parks (The Avenue, Weather Way, Braccan Walk, High Street)		
2. What is the activity?	<input checked="" type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change		
3. Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing		
4. Officer responsible for the screening	Louise Watkins		
5. Who are the members of the screening team?	As above		
6. What is the purpose of the activity?	To review the town centre car parking charges in four locations. Parking charges to be effective from 1 st Oct 2021 and reviewed annually in line with the opening of the Lexicon. Payment methods are not changing so customers can continue to use cash, credit card or cashless (app payments).		
7. Who is the activity designed to benefit/target?	Any car park user of the four locations.		
Protected Characteristics	Please tick yes or no		Is there an impact? What kind of equality impact may there be? Is the impact positive or adverse or is there a potential for both? If the impact is neutral please give a reason. What evidence do you have to support this? E.g. equality monitoring data, consultation results, customer satisfaction information etc Please add a narrative to justify your claims around impacts and describe the analysis and interpretation of evidence to support your conclusion as this will inform members decision making, include consultation results/satisfaction information/equality monitoring data
8. Disability Equality – this can include physical, mental health, learning or sensory disabilities and includes conditions such as dementia as well as hearing or sight impairment.	Y	N	Neutral impact as any increase is applied to all users Disabled blue badge holders do not have free concessions and are required to make payment for their parking.
9. Racial equality	Y	N	Neutral impact as any increase is applied to all users
10. Gender equality	Y	N	Neutral impact as any increase is applied to all users

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11. Sexual orientation equality	Y	N	Neutral impact as any increase is applied to all users	
12. Gender re-assignment	Y	N	Neutral impact as any increase is applied to all users	
13. Age equality	Y	N	Neutral impact as any increase is applied to all users	
14. Religion and belief equality	Y	N	Neutral impact as any increase is applied to all users	
15. Pregnancy and maternity equality	Y	N	Neutral impact as any increase is applied to all users	
16. Marriage and civil partnership equality	Y	N	Neutral impact as any increase is applied to all users	
17. Please give details of any other potential impacts on any other group (e.g. those on lower incomes/carers/ex-offenders, armed forces communities) and on promoting good community relations.	As above			
18. If an adverse/negative impact has been identified can it be justified on grounds of promoting equality of opportunity for one group or for any other reason?	N/A			
19. If there is any difference in the impact of the activity when considered for each of the equality groups listed in 8 – 14 above; how significant is the difference in terms of its nature and the number of people likely to be affected?	N/A			
20. Could the impact constitute unlawful discrimination in relation to any of the Equality Duties?	Y	N	Please explain for each equality group	
21. What further information or data is required to better understand the impact? Where and how can that information be obtained?	N/A			

22. On the basis of sections 7 – 17 above is a full impact assessment required?	Y	N	Please explain your decision. If you are not proceeding to a full equality impact assessment make sure you have the evidence to justify this decision should you be challenged.
23. If a full impact assessment is not required; what actions will you take to reduce or remove any potential differential/adverse impact, to further promote equality of opportunity through this activity or to obtain further information or data? Please complete the action plan in full, adding more rows as needed.			
Action	Timescale	Person Responsible	Milestone/Success Criteria
24. Which service, business or work plan will these actions be included in?	Parking management and enforcement.		
25. Please list the current actions undertaken to advance equality or examples of good practice identified as part of the screening?	No change to any service as a result of these changes.		
26. Assistant director's signature.	Signature: D.W.James		Date: 18 th August 2021

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