

TO: TOWN CENTRE REGENERATION COMMITTEE
12 March 2018

TOWN CENTRE CAR PARK CHARGES
(DIRECTOR OF ENVIRONMENT, CULTURE AND COMMUNITIES)

1 PURPOSE OF REPORT

- 1.1 To consider revised charges mainly for car park season ticket holders from 1 April 2018.

2 RECOMMENDATION(S)

- 2.1 **That the season ticket charges for the Council car parks be varied as set out in Annexes 1 and 2, effective from 1 April 2018.**

3 REASONS FOR RECOMMENDATION(S)

- 3.1 The Council needs to ensure that its charges continue to cover costs mindful of the overall impact they can have on the economic vitality of the local economy

4 ALTERNATIVE OPTIONS CONSIDERED

- 4.1 The Council could determine not to increase season ticket charges or make amendments to charges at surface car parks. However, the Council needs to ensure it can continue to recover its costs, it has made substantial investment in its town centre car parks/parking offer over recent years as part of the regeneration scheme, and the retail offer is now significantly better than previously.

5 SUPPORTING INFORMATION

- 5.1 The Council has entered into a 40 year lease agreement to manage The Avenue multi-storey car park. The Council also owns and manages the High Street and Braccan Walk multi-storey car parks as well as the surface car parks at Easthampstead House, Weather Way, Albert Road, Wick Hill and Time Square. The purpose and use of the car parks vary and the Council tries to recognise this through the current charge regime.
- 5.2 Season tickets are not available in The Avenue car park and their number is limited in the High Street, Albert Road and Wick Hill car parks. There is no limit on the Braccan Walk car park numbers.
- 5.4 In order of popularity, The Avenue, High Street and Braccan Walk provide for the town centre shoppers' needs. These car parks operate in competition with the Princess Square and Bracknell Station (including The One) multi-storey car parks. The Council controls some 3,000 town centre parking spaces. The Avenue Car Park provides for shoppers' use only. With the opening of the Town Centre the arrangements for Albert Road and Wick Hill were changed.
- 5.5 The High Street and Braccan Walk car parks provide for a mixed economy of daily and season ticket uses. In doing so, they provide for the needs of shoppers, the existing office and shop workers as well as any local residential demands. The demand for season tickets has fallen dramatically since the recession and the reduction of office space in the town centre. There has only been a small

Unrestricted

compensatory demand for residential parking as empty offices were converted to flats.

- 5.6 The cost of parking needs to be set having regard to running costs but also to the overall business impact which the proposed new charges take account of. Both the High Street and Braccan Walk car parks are large “old” concrete structures that are exposed to the elements. They suffer accordingly and keeping them to the required standard requires ongoing capital investment.
- 5.7 Annex 1 sets out the proposed season ticket charges for The High Street, Braccan Walk, Albert Road and Wick Hill. The latter two car parks and the on street parking area day rate charges at the rear of the Banks should also be adjusted at the same point in time as proposed in Annex 2 as part of this review.

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

Borough Solicitor

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

Borough Treasurer

- 6.2 Projections using current parking habits indicate the proposed fee increases would generate an additional £13,790 of season ticket income and £21,730 of income from other charges at surface car parks.

Equalities Impact Assessment

- 6.3 Not applicable

Strategic Risk Management Issues

- 6.4 All car parking income is subject to variations in demand.

7 **CONSULTATION**

Principal Groups Consulted

- 7.1 The existing season ticket holders have been notified of the intention to review charges from April 2018

Method of Consultation

- 7.2 Direct email/posting on window of car park office in the High Street.

Representations Received

- 7.3 To be reported

Background Papers

None

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Contact for further information

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PROPOSED FEES AND CHARGES**Current and proposed season ticket parking charges**

	Current	Daily equivalent	Annual equivalent	High St (availability limited)		Braccan Walk (not limited on availability)	
				Proposed	Daily equivalent	Proposed	Daily equivalent
Multi storey car parks							
All day rate (all car parks)	£8.30	£8.30	£2091	Proposed	Daily equivalent	Proposed	Daily equivalent
Monthly weekend season ticket						£40	£5.00
5 day quarterly (Braccan Walk only)	£245	£3.77	£979			£245	£3.77
5 day half year (Braccan Walk only)	£470	£3.62	£940			£470	£3.62
5 day annual (1 - 50 Tickets)	£850	£3.27	£850	£900	£3.46	£850	£3.27
5 day annual (51+ Tickets)	Not applicable -new banding			£800	£3.07	£775	£2.98
5 day annual (51 - 100 Tickets)	£775	No longer available					
5 day annual (101+ Tickets)	£725	No longer available					
5 day monthly	£85	£4.05	£1,020	£95	£4.52	£85	£4.05
7 day annual	£1,000	£2.74	£1,000	£1,150	£3.15	£1,000	£2.74
7 day monthly	£95	£3.12	£1,140	£105	£3.45	£95	£3.12

Surface car parks season tickets/other charges	Current	Daily equivalent	Annual equivalent	Proposed	Daily equivalent	Annual equivalent
Albert Road 7 day monthly	£50	£1.64	£600	£55	£1.83	£660
Wick Hill 7 day monthly	£40	£1.32	£480	£45	£1.50	£540
Time Sq Annual weekends only*	£240	£2.31	£240	£245	£2.36	£245
Time Sq Monthly weekends only*				£30	£3.46	£360
Replacement season ticket admin charge	£35			£35.00		
Early redemption charge 7 day annual	9.5% of actual charge (rounded up to nearest pound)					
Early redemption charge 5 day annual	9.5% of actual charge (rounded up to nearest pound)					

* Not currently available

OTHER CHARGES

Albert Road	Current (inc Vat)	Proposed (inc Vat)
Monday to Sunday inc – 10 hours	£5.00	£5.50
Per hour	£1.40	£1.50
Car park spaces behind banks	Current (inc Vat)	Proposed (inc Vat)
0-40 mins	£0.80	£1.00
Overnight Monday to Sunday 6pm until 6am	£1.50	£1.50
Wick Hill and Time Square	Current (inc Vat)	Proposed (inc Vat)
Monday to Sunday inc – 10 hours	£4.00	£4.50
Per hour	£1.40	£1.50