

**Bracknell Forest Council
Record of Decision**

Work Programme Reference	I108219
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1. **TITLE:** Town Centre Off Street Day Rate Car Park Charges – October 2022

2. **SERVICE AREA:** Delivery

3. **PURPOSE OF DECISION**

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 2022. 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:** Bracknell Town Centre Regeneration Committee

6. **DECISION:**

1 The options on charging tariffs for The Avenue, High Street, Braccan Walk and Weather Way car parks in Bracknell from 1 October 2022 be noted.

2 That Option 1 as set out in Table 2 of the Executive Director: Delivery's report be approved.

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.

8. **ALTERNATIVE OPTIONS CONSIDERED**

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 £473,130 per annum based on 2021/22 usage. Usage rates remain 15% down from pre-covid levels and income targets are unlikely to be achieved in 22/23. There is no real indication of if/when this will occur and may not do so given a move to online retail shopping.

If tariffs are not increased this year and increased in 12 months' time in October 2023, then the increase will need to be greater at that point in order to rebalance income which may be considered negatively by the customer.

The Avenue car park is by far the busiest car park in town and at peak periods can sometimes reach capacity with some level of queuing. In order to better manage supply and demand across the whole estate, the daily tariffs at Braccan Walk and High Street 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: Delivery

10. **DECLARED CONFLICTS OF INTEREST:** None.

Date Decision Made	Final Day of Call-in Period
29 September 2022	6 October 2022